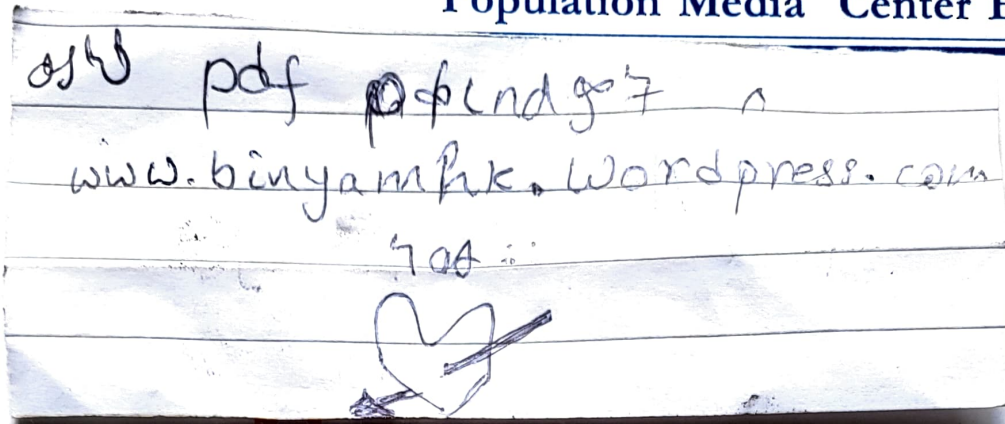


Ethiopian Mass Media Profile



Population Media Center



ETHIOPIAN MASS MEDIA PROFILE

POPULATION MEDIA CENTER

**DECEMBER, 2006
ADDIS ABABA, ETHIOPIA**

Ethiopian Mass Media Profile

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PREFACE

Every country, new or old, industrialized or not, highly developed or undeveloped, is properly concerned with the development of its communication systems including the mass media. Ethiopia cannot afford to become an exception.

The dissemination of information, one of the major objectives of the mass media, poses a number of problems that have to be addressed with a sense of urgency. Reaching target audiences is quite a big task by itself. Ethiopia now has a large population that has to be informed properly not just for the sake of achieving economic development, but also to lay down a strong foundation for democracy.

Since the essence of democracy is informed discussions and decisions, it cannot be exercised properly without information spreading rapidly to large sections of the population throughout the country. A good interaction between an informed public and the mass media is one of the criteria for progress in every sphere.

The mass media are major instruments of education and entertainment. The Population Media Center (PMC) has explored immense possibilities in this area, with various media assessments being conducted, consensus building workshops organized and the popularity of its social content fully recognized. Radio serial dramas have shown that much benefit can be derived from the proper use of the media for advancing social development in Ethiopia.

If well informed, the public itself protects the media from unethical practices such as misinformation and propaganda. They have to know the workings of the media to defend their interests also. One of the ways of spreading knowledge about the media is also through the publication of informative materials such as *The Ethiopian Mass Media Profile*.

There is keen interest in the use of mass media today than ever before building of democracy and social development. The role of the mass media, therefore, is of a multifaceted character that can continue to develop significantly in the years ahead. Their future must be viewed within the perspective of the past and the present.

Ethiopian Mass Media Profile

The roots of the mass media in Ethiopia may be as old as the history of printing. In fact, the practice of publishing religious books of Ethiopian origin began in the 17th century. Ethiopia is among the first countries that benefited from the invention of the printing press. It was, therefore, at the forefront of the publishing industry in general.

By comparison, the publishing of newspapers began to take place several centuries later, around 1900. At the turn of the 20th century, *Le Semeur d'ethiopie* and *Aemero* appeared on the literary scene. The history of the Ethiopian mass media, therefore, could be said to be no more than a little over a century old.

The development of the Ethiopian mass media is clearly shown in this profile produced by the Population Media Center (PMC) in collaboration with the David and Lucile Packard Foundation. The media profile, the first of its kind prepared in the country, deals, in particular, with the broadcast media followed by an analysis of the print media, both private and government.


Other subjects of interest are the activities of news agencies, formal and informal training in journalism, communication film production, and membership associations of Ethiopian journalists.

Facts and figures on the media are brought together in one volume focusing on a subject in which once there was an obvious shortage of data. The *Ethiopian Mass Media Profile* is an important source of useful information. It can be described as a special directory for quick reference to be updated regularly. It can create interest in academic and professional circles as a study further elaborated by a number of statistical tables.

The mass media in a country like Ethiopia, aspiring for rapid development, are subject to dynamic change. In the past decade, the Ethiopian reading public have witnessed the appearance of a large number of tabloid newspapers parallel to the disappearance of many others. Some facts in the profile illustrate that it is difficult to keep pace with this rapidly changing phenomenon. For a review such as this, it is difficult to report on everything that is taking place within the media without losing some developments in the process or period of publication. These are usually and hopefully left for future editions.

The Population Media Center Ethiopia expresses deep gratitude to the David and Lucile Packard Foundation and Mr. Sahilu Haile, Packard's Senior Programme Advisor for making this publication a reality. It also acknowledges the contributions and participation of individuals and organizations and in particular media agencies that have supported the project. We are very grateful to Nebiyu Tekalegne, and Birhanu Tibebu for their professional research inputs which contributed greatly to the development of the profile. PMC hopes that the profile will be updated at regular intervals and serve as a reference tool for researchers, scholars, journalists and other professionals. What is even more important is the fact that enhanced awareness of the mass media is a significant factor for social, economic and political development that the country badly needs.

Negussie Teffera, Ph.D.
Country Representative
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HISTORY OF THE ETHIOPIAN MASS MEDIA AND LITERARY WORKS IN THE PAST *

- Negussie Teffera, Ph. D.

Traditional Ethiopia was a literate society, possessing its own highly developed written language and body of literature, comprising religious and historical works. Though the art of writing was practiced mainly by the clergy, it was not unknown among the nobility and was utilized in the administration of the state (Markakis, J., 1974).

From the fourth century and its point of origin in the city state of Axum, the Ethiopian Church developed and spread a system of learning in the ancient Geez language and later also in Amharic. The work of the Ethiopian scribe includes religious works, prose and poetry, written in Geez or translated from Geez, and is of great historical significance in the Ethiopian literary tradition, "The beginnings of Ethiopian literature go back to the early part of the Christian era, when the introduction of Christianity into the Axumite Kingdom, the precursor of modern-day Ethiopia. The large body of writings, now extant in Geez, almost

entirely in manuscript form, constitutes the country's traditional literature, has a history extending over some 1500 years" (Kaplan, I. et al, 1971, p. 207).

History illustrates the persistence over more than two thousand years of the Abyssinian literary tradition, "a phenomenon otherwise unknown in Africa, since other early scripts and languages, notably those of Egypt, fell out of use and were forgotten long before the dawn of modern history. Moreover, Ethiopia has long enjoyed, thanks to the church, a certain degree of popular literacy" (Buxton, D., 1970, p.119).

The church developed a traditional elementary system of education, dating back at least to about the 1300s and perhaps earlier, which served not only the needs of the church itself, but also the cultural needs of society in general. "Ethiopic manuscripts reached a high degree of perfection between the fourteenth and eighteenth centuries, in the writing material it-

* This chapter is taken from Dr. Negussie Teffera's Ph.D. Thesis - "The Role of Mass Communication in Social and Economic Development in Some Developing Countries and the Case of Ethiopia", University of Wales, Cardiff, UK, 1988.

self as well as in calligraphy and illustration... the years 1314-1344 were the literary renaissance in Ethiopia. And, the fifteenth century was the flowering and culminating point in Ethiopic (Geez) literary activity" (Ullendorff, E., 1960, p.141).

The historical Ethiopian manuscripts provide a link between the whole range of mediaeval and modern phases, and manifest a sustained development of school on school. The printing of Ethiopian works in Europe dates back to within a century of the invention of printing (Mathew, D. 1947).

As Mathew, D. (1947) has further elaborated, "the historical Ethiopian manuscripts provide a link between the whole range of mediaeval and modern phases, and manifest a sustained development of school on school".

The printing of Ethiopian works in Europe dates back to within a century of the invention of printing. In 1513, The Book of Psalms and the Songs of Songs which is Slomon's were printed in Geez, in Rome. In 1548, a translation of The New Testament into Geez was published in Rome. Early in the seventeenth century, according to the historian Elaine Sarcreek, Portuguese missionaries were printing religious books within Ethiopia. And, in the latter half of the nineteenth century, the earliest verified printing ventures centered around the Ethiopian Red

Sea Port of Massawa (Ullendorff, E., 1960).

PRINT MEDIA

In October, 1863, the first printing press was introduced into East Africa in Emperor Theodros' time. Lorenzo Biancheri, a Lazarist Father who had been appointed apostolic vicar of Abyssinia brought to Massawa a small printing press and a sort of Amharic type cart. Father Biancheri called himself "Printer of His Majesty Emperor Theodros" and published an Amharic catechism which appeared in 1864. In 1879, a second printing effort was made at Keren, an Amharic-Geez grammar was printed by Lazarist missionaries. In 1885, the Swedish Evangelical Mission established their first small press at Monkallo, near Massawa, and later in 1895, transferred to Asmara. Ethiopian literature consists primarily of religious writings, in the first instance of free translations from Greek, Syriac, and Arabic texts. Where the writings are original, they tend to be either expositions of traditional beliefs and rituals of the church, eulogies of saints, or expressions of pious fantasy or religious themes (Levine, D.N. 1965).

These publications, however, did not have much permanent impact on the development of journalism in Ethiopia through the use of the written word. Hand written manuscripts are ancient, and the early printing efforts indicate how long it has played a role in Ethiopian history.

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The development of modern periodicals can be traced only to the last years of the nineteenth century or the first years of the twentieth century.

Before the advent of modern mass communications, news was first made public by an *Awaj Negari* (Official Herald) stationed on a high tower in the capital in Addis Ababa. The *awaj*- as an institution which has played persistent historical roles through a lengthy period of Ethiopia's past, embodied significant concepts, functional and symbolic elements as well as methods and techniques of communication (Taflea, B. 1982).

The development of modern journalism began in Ethiopia with the introduction of modern or formal education, during the last years of Emperor Menelik's eventful reign (1889-1913). Next to the Adowa war with Italy, the most important modern event in the Ethiopia of Menelik was the development of communications. The reign of Menelik is especially interesting in that it is a prime example of a country and time in which a ruler, for whatever motive, recognized the value of communications and communications technology (Gartley, J. 1982).

The beginning and expansion of modern publications in Ethiopia was directly connected with the setting up of printing presses. The establishment of the printing press was a necessary prerequisite for the publication of newspapers, magazines, etc.

Father Bernard, a Franciscan missionary, is generally credited with publishing the first duplicated publication *Bulletin de la Leproserie de Harar* in French and Amharic, which first appeared at Harar in 1890. The publication was mainly to win support for the campaign against leprosy. It continued until 1905 and Father Bernard purchased a small printing press from the French firm of Raguneot and expanded his operations. And his publications began appearing in the French language under the title *Le Semeur d'Ethiopie* (The Sower of Ethiopia). Though mainly in French, it occasionally included special items in Amharic.

Just before the turn of the century, the first Amharic newspaper, if it can be so called, was a handwritten sheet produced every week by Blatta Gabre Egziabher. He was an Eritrean patriot and was imprisoned by the Italians at Nakhura, a hostile barren island off the coast of Massawa. He later joined Menelik after the battle of Adowa becoming a kind of court satirist. Fifty copies of each issue of his newspaper were printed and the paper was an important manifestation of the times as it emphasized the need for unity, strength and modernization and aroused considerable interest in court circles. Blatta Gabre Egziabher was said to be highly critical of the feudal officials around Menelik. It is no wonder that he had long lost royal favour by the time of his death in 1914.

In 1902 the first real Amharic newspaper was issued in Addis Ababa by a Greek business-man called Andreas E. Kavadia. This completely Amharic newspaper was called [Aimro](#) (Intelligence), a name which was given by Menelik himself. It was a four-page weekly and its earliest issues were written by hand and had a circulation of only 24 copies. A few months later, Kavadia obtained a duplicating machine and its circulation eventually reached 200 copies. Many of these publications were poorly written and even less appealing in appearance. Their range of subject matter was restricted, and circulation was necessarily limited to the immediate area of publication. The mimeograph, and the small private printing presses were manually operated and were the most sophisticated means of publication in general use (Ministry of Information, 1966).

During the reign of Menelik II, therefore, the press was encouraged but it obviously was not seen as a major factor in the development of a national identity or in enhancing the centralization of government powers. It was, in fact, when the [Berhannena Salam](#) Press was established by Ras Tefari Mekonnen that the written word was seen as having developmental and political power. The seeds had been sown, however, during the reign of Menelik (Gartley, J. 1982).

In 1921, Ras Tefari Mekonnen founded a printing press on what is now the cam-

pus of Addis Ababa University, then the Genete Leul Palace and it was named after him, as the Tefari Mekonnen Press, and most of the equipment was hand operated and with Amharic and French typefaces and imported from Germany. This printing press was soon given the name "[Berhannena Salam](#)" (Light and Peace), later to become the largest printing establishment in Ethiopia. At this time, "Aemero" was undergoing one of its long periods of suspension, and the only newspaper appearing with any regularity was the French-language bi-weekly "[courier d'Ethiopie](#)". (Pankhurst, R. 1962)

In 1923, four additional printing presses were obtained from Europe and a year later, in 1924, when Ras Tefari Mekonnen then Regent and Heir Apparent, returned from a tour of Europe, the first issue of a new weekly newspaper, [Berhannena Salam](#) (Light and Peace) was established. It was printed on the press of the same name and edited by Gabre Kristos Tekle Haymanot, a native of Axum who had been educated at the Swedish Mission at Asmara. Each Thursday two horsemen distributed 500 copies of the journal throughout Addis Ababa. In the same year Kavadias resumed publication of [Aimro](#) which was produced on the Government press (Pankhurst, R. 1962).

[Berhannena Salam](#) was a special propaganda machine and important lobbyist for Ras Tefari Mekonnen who later became Emperor Haile Selassie I. Using

Ethiopian Mass Media Profile

the newspaper, priests in their daily teaching and government officials in their speeches, had to praise Tefari Mekonnen and tell others of his greatness and kindness, wisdom and leadership, and that he had no comparison in his time.

[Berhannena Salam](#) helped Haile Selassie in his peaceful transition from Regent and Heir Apparent to His Majesty Emperor of Ethiopia (Bezabeh, M. 1984).

The communications media were fully controlled by the government in order to advance its objectives under the protection of a very stable government. Haile Selassie was always very keen to use the media, the modern news media as well as the traditional channel. Propaganda was always an important weapon in the Emperor's rule, and he had used this instrument of rule with undeniable effectiveness.

The other important factor concerning the Ethiopian mass media in the past was the nature and method of censorship in Ethiopia. Though freedom of speech and freedom of the press were provided for in the constitution, subsequent legislation placed strong limits on the press. All branches of the mass media had been under strict government control. The daily newspapers as well as the radio had always tended to exclude pieces that had anything to do with highly controversial matters.

Modern newspapers as well as the de-

velopment of journalism in Ethiopia was a post-1941 phenomenon. The printing presses, which were abandoned or damaged by the retreating Italians were turned on and started production. One of the first periodicals to be published after the country's liberation in 1941 was the [Daily News Bulletin](#). Published by the government, it was mainly distributed to members of foreign embassies that were established in the capital in the 1940s. It appeared in English and French and it was still being printed as late as the early 1970s.

[Sendek Alamachin](#) (Our Flag) was established to celebrate the 1941 victory over the Italians. It was inspired by [Banderachin](#) (our Banner) the field paper of the liberation forces and was a popular weekly and bilingual publication for several years, appearing in Amharic and Arabic.

The two popular and official newspapers that existed after 1941 were [Addis Zemen](#) and [The Ethiopian Herald](#). [Addis Zemen](#) (New Era) started as an Amharic weekly and was established in 1941, while [The Ethiopian Herald](#) was established in 1943, also as a weekly. These two newspapers are always considered to be the nation's most influential dailies. They were published as Ethiopia's first dailies in 1958, when the inaugural meeting of the United Nations Economic Commission for Africa took place in the Assembly Hall of the Ethiopian Parliament (Ministry of Information, 1966).

The Amharic Addis Zemen and the English The Ethiopian Herald had a circulation of 10,000 and 6,000 (1966) and 28,000 and 8,000 (1974) by the end of Haile Selassie's reign respectively.

Addis Zemen as the main journal of information for the general public, has grown from 4-page weekly to 6/8-page daily. On special occasions it used to carry more than 12 pages.

The Ethiopian Herald has also grown. The paper was created mainly to meet the information needs of members of the foreign community resident in the capital. The Herald's first editor was an Englishman, J.H. Simpson.

The other important newspapers in the development of journalism in Ethiopia were L'Ethiopie d' Aujourd'hui and Ye Zareitu Ethiopia ("Ethiopia Today") originally established in 1952 as a combined French-Amharic weekly. Since 1965, it has been published wholly in Amharic.

Two other influential newspapers in Eritrea, established after the reunion are Hebret (Unity) since 1956, and Ethiopia started in 1961, Tigrigna and Amharic respectively.

During the 1960s, the average newspaper readership per thousand of Ethiopians was two, compared with eight in Nigerian and Uganda, twenty in Egypt

and thirty-two in Ghana. Statistics covering the number of radio receivers, the publication of books, visits to cinemas, etc. reflect the same public pattern (Greenfield, 1965, pp.335-6).

RADIO BROADCAST

The broadcast media, in particular radio was first established in 1935 at Akaki town in the south-eastern part of Addis Ababa. The time coincided with the Italian invasion of the country. To prevent the use of the station by the Italian invaders, Ethiopian soldiers wrecked the installations immediately before the arrival of fascist troops in Addis Ababa.

The fascists, however, installed and expanded radio services for the dissemination of their propaganda. When the Italian invaders were forced out of the country by the liberation forces, they dismantled the broadcasting facilities in order to prevent Ethiopian citizens from listening to any news broadcasts or programmes. A radio station left behind by the Italians was the only transmitting station fitted with 7.5 kilowatt short-wave equipment. This was restored and put into operation. Gradually radio transmission facilities and programming were expanded. Radio has been the most effective medium of communications in Ethiopia, as it is in most developing countries. The mountain terrain of most of Ethiopia has always been difficult and expensive in the expansion of printed media and natural barriers to internal communication.

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The spoken word, the radio broadcast, is the most important channel of communication. In fact, Ethiopian radio appears to be unique in Africa in not having been established by a colonial power. Broadcasting has been used as an instrument of unification, to help overcome the internal linguistic and ethnic divisions which geography has perpetuated over Ethiopia's long history of independence.

Actually, normal and regular radio broadcasting began in Ethiopia in 1941, after the Ethiopian victory over the Italian Fascists. When the government broadcast began, the programme was simply a daily news bulletin, music and government announcements. With a total power of 10w, a staff of seven including technicians, prepared four hours of programming per day from a single impoverished studio.

A Press and Information Department had been established in the Ministry of Pen, in 1942, and took over programme responsibility. Ten years later the department was transferred to the Ministry of Finance. It was in 1959 that the Ministry of Information began receiving an annual budget, although it was not officially gazetted until 1964 (Ministry of Information, 1966).

In 1960, with the existing antennas and the two short wave transmitters, it was possible for the first time to start international broadcast transmissions to Europe, West Africa and the Middle East. The

modest programming schedule of 1941 had meanwhile developed into domestic programmes of news, views and music conducted in Amharic, Somali, English and Arabic. In the early 1940s, for instance, Radio Ethiopia's broadcasts could hardly scale the surrounding hills of the city. But, after the new facilities installed in 1960, Radio Addis Ababa as the Voice of Ethiopia, was enabled to transcend the limits of its home service programme and introduce regular transmission of programmes in French and English to West and North-West Africa and Western Europe; in Arabic to North Africa and the Middle East, and in Swahili to East and Central Africa (Ministry of Information, 1966).

Before 1966, the facilities of Radio Ethiopia included: a medium-band station of 100 kilowatts operating on 6185 kilocycles; a 41-meter band of 100 kilowatts operating at 7290 kilocycles, and a 41 meter band of 10 kilowatts at a frequency of 9610 kilocycles all in Addis Ababa; a medium-band station of 50 kilowatts on a frequency of 940 kilocycles in Asmara, and a medium-band station of 100 kilowatts operating at 840 kilocycles in Harar. But, in 1966 with the inauguration of three new high-power, medium-wave transmitters in Addis Ababa, Asmara and Harar, Radio Ethiopia took a giant step forward in the quality and reception of its domestic service. Their combined power increased Ethiopia's medium wave capability 250-fold. More-

over, for the first time Radio Ethiopia began originating broadcast signals from provincial centers as well as from the capital city. It used to broadcast 18 hours a day in nine languages. In anticipation of this broadened scope, the name of the service was changed in 1956 from the original 'Radio Addis Ababa' to 'Radio Ethiopia'.

In early 1970 the government estimated that its radio broadcasts were reaching an audience of approximately 5 million persons, or roughly 20 percent of the total population. The number of receivers in use were estimated at 500,000.

Another facility which was developed in Ethiopia during the 1960s was Radio Voice of the Gospel (RVOG) which also played a vital role in the Ethiopian mass communication service. Owned and operated by the Lutheran World Federation, Radio Voice of the Gospel was given a franchise to build and operate a Christian Radio Station in Addis Ababa in 1959. The station was officially opened in 1963. Legally the station came under the jurisdiction of the Ethiopian Ministry of Information and in practice the Ethiopian Broadcasting Service maintained a liaison officer to keep the station informed of government policy concerning broadcast coverage of current events.

RVOG's principal priority was broadcasting internationally. It used two 100w. short-wave transmitters beamed to other

parts of Africa, Ceylon (Sri Lanka), China, India and the Middle East. Short segments of English and Amharic were also broadcast by one of these transmitters, using a non-directional antenna, for Ethiopian audiences in the more distant parts of the empire. It also used a 1kw. medium-wave transmitter to serve local Ethiopian audiences in Amharic, English and French. Although RVOG depended for the bulk of its programming on feeder studios, it produced daily news programmes in a dozen languages from its own studios in Addis Ababa. RVOG was nationalized in 1977 and was later called the International (External) Service of Voice of Revolutionary Ethiopia.

TELEVISION

November 2, 1964, was the day of Ethiopia's first television broadcast. The installation of equipment in Addis Ababa's new City Hall had been completed in the record time of 19 days, utilizing vidicom cameras and a single studio. This was done not only because Ethiopia needed to catch up with the rest of the world in the development of its information services, but also because television was a potent medium of education and an important tool in shaping Haile Selassie's personality cult. Besides, it was the time that the Organization of African Unity was established in Addis Ababa.

Eth.Birr 600,000 (about US Dollars 250,000) was spent in setting up the Ethiopian Television Service. The annual run-

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ning cost was estimated at Eth. Birr 500,000. Revenue for the service used to come from advertising and the government.

When the Ethiopian Television was established, through the British firm Thomson Television International, Ethiopia had got Eth. Birr 500,000 loan from a British Bank for the purchase of equipment. The original installation was completed by Thomson Television International, which also provided assistance in the selection of equipment, hiring of expatriate personnel and getting the station on the air. It also recruited key personnel on the spot to work with enthusiasm, although inexperience. Nevertheless, the staff learned rapidly on the job and after its first months of trial-and-error experience, began turning out highly acceptable, live, local programming and locally filmed news sequences. Subsequently, three members of the programme staff and three of the engineering staff attended 16-week courses at the Thomson Foundation in Scotland (Ministry of Information, 1966).

At the beginning, television programming was burdened with a preponderance of foreign filmed material. Gradually, the proportion of locally produced, live material has been increased. At that time, the most significant programming change was the introduction of educational television in October 1965, although it no longer exists. When television started, Addis Ababa had about 500 sets. Two

years later in 1966, this had been expanded tenfold to over 5,000. As the years went by television sets increased rapidly, but there was a notable shortage of spare parts and technicians.

EDUCATIONAL MASS MEDIA

The Educational Mass Media Centre, which has been established by the Ministry of Education, has also played an important role in the development of mass communications in Ethiopia. When educational television did finally start in Ethiopia, in 1965, its scale was modest. The idea was to equip the Ethiopian Ministry of Education to harness the potentialities of educational technology for multiplying the effectiveness of Ethiopia's very limited educational resources. In October 1965, the educational service went on the air. Two programmes were broadcast daily to fifteen secondary schools in Addis Ababa. Since recording facilities were not available, programmes had to go out live; and not having its own studios, Education Television had to use the Ministry of Information's small studio. These production conditions were far from ideal, but enthusiastic reactions from students and teachers alike during that first year persuaded the Ministry of Education to further strengthen the effort. Educational television came into systematic use in Ethiopia before educational radio, though radio had, of course, been in general use for many more years than television (Gartley, J. cited in Head, S.E., 1974).

MEDIA DURING THE DERG REGIME

The difference between the past and the Derg time was mainly in content. But there had never been any drastic change or improvement. As once the Media Committee of the Ten Year Development Plan commented: "There are no major differences between newspapers at the present time and the newspapers forty years ago" (NRDC & CPSC, 1982b, p88). This was the same for the broadcasting media. It was still backward, monotonous and unbalanced in its content. Inefficient and slow reporting, a lack of interesting news and analysis, and insufficient technical means needed for the proper functioning of newspapers, all helped explain why the Ethiopian press was not considered a significant social institution compared with the press of other developing countries. It was very far from being a quality press and lacks skill and creativity.

All newspapers carry lengthy editorials on the second page and it was normally the reflection of government and party policy.

During the time of Derg, there were other new newspapers, of which the dominant one was Serto Ader (Worker). It was the official organ of the Central Committee of the Workers' Party of Ethiopia. It was established in 1979 and was published weekly on Thursdays and had a circulation of 200,000 copies. Al-

though its analysis and emphasis on important national and international issues was sometimes sound and useful for its readers, it lacked simplicity and becomes monotonous and highly ideological and full of Marxist and Leninist propaganda.

The front page of Serto Ader, normally covers the editorial column and carries reports on important issues of the week, whereas the third page usually contains a theoretical column, where important theoretical issues, particularly the teachings of Marxism-Leninism were elaborated. Serto Ader was sold and distributed only through party structures, party committees and 'discussion forums' in different government and private organizations, and was not available from news agents and distributors.

Abiotawi Police was a fortnightly police newspaper, which has existed since 1961. It is published by the Ethiopian Police Headquarters and once had a circulation of 100,000. Due to its sensational crime reporting, through the years it has won quite a good number of readers.

Tatek was a weekly Army newspaper and had a circulation of 28,000 copies. It was established in 1957 and was published by the Information and Public Relations Department of the Armed Forces. It was mainly distributed among the members of the Armed Forces.

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Meskerem, was a Marxist-Leninist Theoretical journal of the Central Committee of the Workers' Party of Ethiopia. It came into being in 1981 and had a circulation of 117,000. Its purpose was to spread the Marxist-Leninist ideology.

Radio Ethiopia, which was called Voice of Revolutionary Ethiopia, in its two national and international services, used to transmit over 166 hours weekly in nine languages over three radio stations.

The National Service had two regional radio stations, one in Asmara with 50 kilowatt medium wave and the other in Harar with 100 kilowatt medium wave. The main National Service used to broadcast from Addis Ababa in three short-wave transmitters each 100 kilowatt power. It had seven production and broadcasting studios.

The National Service was broadcasting in five languages, Amharic, Oromo and Tigrinya from Addis Ababa; Amharic Tigrinya and Tigre from Asmara; and Oromo and Somali from Harar. The two regional stations in Asmara and Harar, although they broadcast with the general objectives and programme content of the

National Service, give special attention and emphasis on the particular situation in their respective areas.

To sum up, information, guidance and entertainment are considered among the most important functions of the Ethiopian Press. As in the rest of the developing world, the amount of content and emphasis given to the first two functions largely depends upon the objective reality of the country. Lack of priorities, shortage of skilled manpower, financial constraints, too much ideological emphasis, and propaganda the political sensitivity and confusion, particularly during the Derg Regime have generally retarded press development in the country. Besides the transition period and problems due to lack of a clear media policy, independence and guidance, have left an indelible mark on the profession as a whole and on the format and content of newspapers and broadcasting media in Ethiopia.

In conclusion, the Ethiopian mass media in the past lacked in particular journalists' initiative, freedom, and permitted banal and ineffective writing, showing little respect for and interest in technical excellence. ■

2. THE ETHIOPIAN MASS MEDIA TODAY

2.1. The Broadcast Media

2.1.1. Radio Ethiopia: National Service

Currently, Radio Ethiopia operates five 100KW short wave transmitters and two 50KW medium-wave transmitters and six 100KW medium wave transmitters. The short-wave transmission covers almost the entire population of the country. The medium wave transmission covers 70 percent of the national territory. Radio Ethiopia transmits programmes from Addis Ababa, Harrar, Metu, Bahir Dar, Dessie, Bale Robe and Arba Minch stations in eight local languages - Amharic, Oromiffa, Tigrigna, Somali, Afar, Harari, Nuer and Agnuak. The total estimated number of receivers in use in Ethiopia in 2002 was 15.2 million. It is believed that this number has increased significantly.

MEDIUM WAVE TRANSMISSION EQUIPMENT IN USE

Place of Station	Equipment Broadcasting Capacity, Kw	Frequency	Meter Band	Service
Addis Ababa	200	873	345	National
Harar	50	855	350	National
Addis Ababa	100	989	300	National
Metu	100	684	438	National
Arba Minch	100	828	362	National
Bale Robe	100	972	308	National
Bahir Dar	100	594	505	National
Dessie	100	891	337	National

Ethiopian Mass Media Profile

SHORT WAVE TRANSMISSION

As it is indicated in the table below, using short wave transmitters, Radio Ethiopia broadcasts programmes to local and foreign audiences. Although the Radio Station claims to provide service to the entire population through the short wave transmitters, it was reported by some listeners in the regions that distant regions could not enjoy quality signals, especially during the day time. However, during the evening services, there is relatively clear reception in the entire area of the country.

The international service also operates 100KW short wave transmitters and broadcasts news and programmes in English, French and Arabic beamed to the Greater Horn, eastern, northern and southern Africa and the Middle East.

Almost all the broadcast materials (contents) are of domestic origin. The radio broadcasting service is financed by government subsidy, advertising revenue, and to some extent by sponsored programmes.

Currently, Radio Ethiopia has over five short wave transmitters of 100 KW and eight medium wave: five of 100 KW two of ten KW, and three of one KW after restructuring itself to have domestic (national) and international services.

Accordingly, Amharic, Oromiffa, Tigrigna, Afar, Harari, Nuer, Agnuwak and Somali are language programs categorized under the national service of Ethiopia Radio.

Place of Station	Equipment Broadcasting Capacity, KW	Frequency	Meter Band	Service
Addis Ababa	100	7110	41	National
Addis Ababa	100	5990	49	National
Addis Ababa	100	9705	31	National
Addis Ababa	100	7165	41	International
Addis Ababa	100	9560	31	International

Population Media Center Ethiopia

On the other hand, English, Arabic, and French programs constitute the external service. English language broadcasting service is available both in national and external services. In addition, relay stations have been built and are opera-

tional in Bahir Dar, Arba Minch, Dessie and Robe enabling Radio Ethiopia to cover about 70 percent of the country in medium wave. (See annex 1 for information on Ethiopian Radio's current programming in all language services)

BROADCAST LANGUAGES AND THEIR BROADCAST DURATION

Language	Broadcast Duration		Hosting Station
	MW,SW	FM	
Amharic	69:30 hours weekly	126 hours weekly	Ethiopian Radio (A.A.)
Afan Oromo	30 hours weekly	(Including Metu & Harar stations)
Tigrigna	9 hours weekly	-----	Ethiopia Radio
Somali	14 hours weekly	(Including Harar Station)
Afar	7 hours weekly	Ethiopia Radio (A.A.)
Agnuwak	3 1/2 hours weekly	Metu Station
Nuer	3 1/2 hours weekly	Metu Station
Harari	3 1/2 hours weekly	Harar Station
English	9 1/2 hours weekly	Ethiopia Radio (A.A.)
French	7 hours weekly	"
Arabic	7 hours weekly	"

Ethiopian Mass Media Profile

As indicated in the table, Amharic has about 70 hours in MW/SW and 126 hours in FM air time weekly, Oromiffa stays on air for 30 hours a week, Tigrigna for 9hrs. Somali for 14 hours, and Harari for 3:30 hours from the Harar branch station. Besides, Mettu branch station broadcasts in Oromiffa for 7 hours, Agnuwak and Nuer for 3:30 hours each weekly.

With the large rate of illiteracy, the majority of the people prefer to tune to radio for the latest information. Poor economic status of the wider population is also another factor.

Each language service produces its own programmes. The programmes could be categorized under six main areas (genres):

- News and news analysis
- Current affairs, public affairs programme, commentaries, talk shows, etc.
- Educational programmes on political, economic and social issues (development, women, youth, farmers, agriculture, health, population, and etc.)

- Cultural programmes, in the areas of art and sports.

- Entertainment programmes, - traditional and modern music programmes, dramas, etc.

- Commercials and Public Service Announcements.

Employees: Total number of employees in Ethiopia Radio is 618. Out of whom journalists and technicians are 342 and the supporting staff are 276.

NEWS SOURCES:

Ethiopian radio receives domestic news and information primarily by assigning its own reporters and from regional bureaus, ENA and WIC. It also receives international news from BBC, CNN, Reuters, AFP, SABC (South Africa Broadcast Corporation), World Space Radio, etc.

Reporters prepare special programmes and broadcast them at regular intervals.

2.1. 2. F M RADIO: 97.1

Frequency Modulation Broadcast (FM), started transmitting programs in June 2000. It was established under Radio Ethiopia, and its service is on the air for 18 hours a day. The FM 97.1 station mainly focuses on urban issues. The transmission is 2.5kw and confined to Addis Ababa and nearby towns.

The station has captured a significant portion of the urban population, broadcasting musical programs, interspersed with frequent headlines and news summaries.

The FM station transmits programs on various urban issues to attract different segments of the audience. Programs include "Science and Technology" "Sports" "Children's Hour" "From the World of Arts" "The Elderly" and the DJ sponsored/monitored musical presentations. Programs on HIV/AIDS prevention, youth and women are also among the popular ones that the FM station transmits.

(See annex 2 for information on current programming of FM 97.1)

FM 97.1 WEEKLY BROADCAST HOURS DISTRIBUTION

No.	Types of programmes	Allocated Time	Weekly Total
I.	Regular programmes of the station		
	1.1. News programmes, telephone talk show and music program	39 hrs	54 hrs
	1.2. Political, social, economic and cultural issues	15 "	
2.	Joint/partnership		
	2.1 Entertainment programmes (music, drama and other formats)	57 "	72 hrs
	2.2. For other social issues related program format	6 "	
	2.3. Sponsored air time	9 "	
		Total	126 hrs

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2.1.3 RADIO FANA

According to Radio Fana website, the station was Founded in November 1994, Radio Fana broadcasts its programmes in four local languages Amharic, Afan Oromo, Afar and

Somali. Its transmission can be tuned in all over the country on SW1 & SW2, which also stretches to neighboring nations and on the MW in the capital Addis & its environs.

REGIONAL RADIO BROADCAST

2.1.4 THE AMHARA REGION MASS MEDIA AGENCY

The Amhara region Mass Media Agency was established in 2001 with the aim of serving the region's population in informing and educating through the media (both print and broadcast).

To this effect, the Agency broadcast its radio programmes through (Radio Amhara) on medium wave (594 KHZ) and FM (FM Bahir Dar 96.9) daily. The media agency

owns a transmitter in Zege, an island on Lake Tana near Bahir Dar town, through which it broadcasts economic, social and political issues of local, national as well as international interest to different parts of the region and the country.

(see annex 5 for its current programming for both MW and FM broadcast services).

2.1.5 THE VOICE OF REVOLUTIONARY WOYANE

The Voice of Revolutionary Weyane, which was an underground radio station during the reign of the Derge, served as the EPRDF's voice in the struggle with the then military government. Currently, it is stationed in Tigray Regional Administration

and broadcasts a variety of informational, educational and entertaining programs in two languages, Tigiringa and Afar, for about eight hours daily.

(See annex 5 for full detail of its current programming in both languages)

2.1.6 DIRE DAWA FM 106.1

The Dire Dawa Administration Council has recently established one FM radio station. The station, which is run by the council's media agency, commenced officially in April 2005. The frequency on which the local programs broadcast is FM 106.1. The agency produces informational, educational and entertaining programs.

The programmes are prepared by three languages of the local population, Afan Oromo, Amharic and Somalinga. The daily programme schedule is about 6 hours for all broadcast languages. The broadcast time is always 9am to 11am. in the morning and from 2pm to 6pm in the afternoon.

2.1.7 HARERI COMMUNITY RADIO STATION

The Hareri Community Radio had been on the air for about 18 months period before its termination. As a test transmission it used to broadcast music and other miscellaneous programmes in three languages - Amharic, Afan Oromo and Hareri. Unlike other stations, the Hareri Community Radio used to broadcast its programs by mixing up all the three languages at a time (turn by turn) than to allocate distinct schedule for each language.

inconveniences, and as a result rescheduled to 4:30pm to 8:00pm.

The Hareri Community Radio was able to get mass audience in the area because it encouraged the listeners to directly participate in the programs by their own language using phone-in style of presentation. As a result the audience could be able to raise the major issues in the area as a point of discussion. The main agenda for discussion was the issue of HIV/AIDS, which had 90% share of the time.

Hareri Community Radio Station had 6 hours transmission daily for the first 6 months and the broadcast schedule was from 2:00 pm to 8:00 pm. But, later on the broadcast time was shrunk to 3:30 hours due to

According to the coordinator, the Hareri Community Radio is planned to restart broadcasting sometimes in 2006.

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2.1.8 SOUTHERN NATIONS, NATIONALITIES AND PEOPLES'

REGIONAL STATE MASS MEDIA AGENCY (DEBUB FM100.9)

The Southern Nations, Nationalities and Peoples Regional Government has recently launched one FM Radio station that serves the region's population in informing, educating and entertaining through its programs that are locally produced. The station happened to use

Amharic language as a medium of broadcast. Programs and news are broadcast daily for about five hours. The Region's Mass Media Agency is governing the overall activities of the station.

(See annex 6 for the details of its current programming)

2.1.9 ADDIS ABABA MASS MEDIA AGENCY

The Addis Ababa City Administration's Mass Media Agency runs all the mass media types - print, radio and television. Regarding radio medium, the agency uses its own FM station and FM 97.1 of Ethiopia Radio to broadcast programs

produced by its own capacity. The agency has also started to broadcast television programs on ETV's channel two.

(For the details of the agency's current programming refer to annex 7)

SUMMARY FOR RADIO PROGRAMMING BY STATIONS, FREQUENCY, LANGUAGE AND LENGTH

Total Stations	MW/SW	4	Ethiopian Radio, Fana, Voice of Revolutionary Weyane, Radio Amhara	
	FM	6	FM 96.3, FM 97.1, FM 101.4, FM 100.9, FM 106.1, FM 96.9	Addis Ababa city, Ethiopian Radio, Harar Community Radio, Souther Region, Dire Dawa, & Amhara region.
Total Broadcast Hours (weekly)	MW/SW	263 hours and 15 minutes		
	FM	495 hours weekly excluding Harari FM		
	TOTAL	758 HOURS AND 15 MINUTES		
Total broadcast languages	MW/SW	11	Amahric, Oromo, Tigrigna, Sumaligna, Afar, Agnuwak, Nuer, Harari, Arab, English, French.	
	FM	4	Amahric, Oromo, Sumaligna, Harari	

2.1.10 ETHIOPIAN TELEVISION (ETV)

When television initially began service in Ethiopia in 1964, it was only possible to serve a limited number of residents in Addis Ababa with the help of some 500 TV sets.

Television gradually became instrumental in assuring the public that those at the helm of power were doing what was good for the people.

ETV expanded in the 1980s and it currently has 26 transmitters across the country, with all the studios located in Addis Ababa. It began to broadcast via satellite to reach distant areas of the country and to receive and re-broadcast live international programs in 1980.

ETV was providing service in two languages alone (Amharic and English) until 1991. However, since 1991, the station is transmitting news and programs in four languages (Amharic, Oromiffa, Tigrigna and English).

Transmission coverage of ETV until 1992 was not more than 30 percent of the total area of the country. But with the installation of nine additional transmitters at Arba Minch, Goba, Debre Markos, Axum, Asaita, Gambela, Debre Birhan, Assosa and Gode, the transmission now covers 53 per cent of the total area of the country. The number of transmitters, geographical coverage and the number of receivers has greatly increased over the last 20 years.

Micro-wave Towers	Relay Transposes	Through Satellite
Addis Ababa, Furi, Adama	Bishoftu	Axum
Diredawa, Harer, Shashamanne	Jijjiga,	Asayita
Arba Minch, Mettu, Goba	Yirgalem	Godie
Jimma, Neqemte, Debre Markos, Bahir Dar, Dessie, Debre Birhan, Gonder, Mekele	Dilla	Gambella, Asosa
Source: Up in the Air, 2005 quoted in Mekuria		

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Ethiopian Television has also installed its second channel for Addis Ababa and its environs in 2001. The station used to rebroadcast TV Africa on this channel for some time in the past and currently the Addis Ababa Mass Media Agency broadcast informational, educational and entertainment programs for city dwellers using this second channel of ETV 2.

The Ethiopian Television is now on air for 74 hours a week in four languages. Out of the 74 hours time the Amharic transmission is 45 hours a week and Oromifa and Tigrigna 9 hrs respectively. English is aired for 11 hrs a week.

The language services prepare their own programs, and some domestic news is also fed by two national agencies-ENA and WIC. ENA is networked by computer, and WIC is connected by fax machine.

Although ETV transmission covers 53 percent of the country, audiences are still small because even in the urban areas most people do not have their own TV sets. Most members of low-income households often watch television programs in their neighbors' and friends' homes, and public venues (bars, urban dwellers Associations' recreation centers, etc.). (Annex 8 has details of ETV's current programming in all of its language services)

Licensed TV sets in the country are estimated at 682,000 in 2002 (Internet sources). Annual license fee is payable for TV receivers, but a great majority of receivers are not licensed, because the receivers have been brought into the country through illegal cross-border trade. The rural people do not have access to ETV broadcast because of lack of electricity and purchasing power.

ETV's broadcasting is financed from annual license fees, government subsidy, income from advertising and program sponsorship. ETV has well-equipped studios and facilities, and is, therefore, able to produce almost 70 percent of its programs locally. The remaining 30 percent is imported from abroad. This is done mainly to compensate for lack of production of feature and documentary films in the country. Much of the largest part of material received for ETV covers sports events, world soccer, world athletics (mostly live transmissions), popular music, feature films and documentaries. Out of the different brand receivers in use, only one brand, "Vestel", is assembled in the country.

Advertising occupies almost 15% of the total ETV program. Advertising is playing a much larger role than previously in all media, and further expansion in this area is anticipated.

ETV receives international news from the Ethiopian News Agency (ENA), Walta Informaiton Center (WIC), Pan African

News Agency (PANA), British Broadcasting Cooperation (BBC), Cable News Network (CNN), Canal France International (CFI).

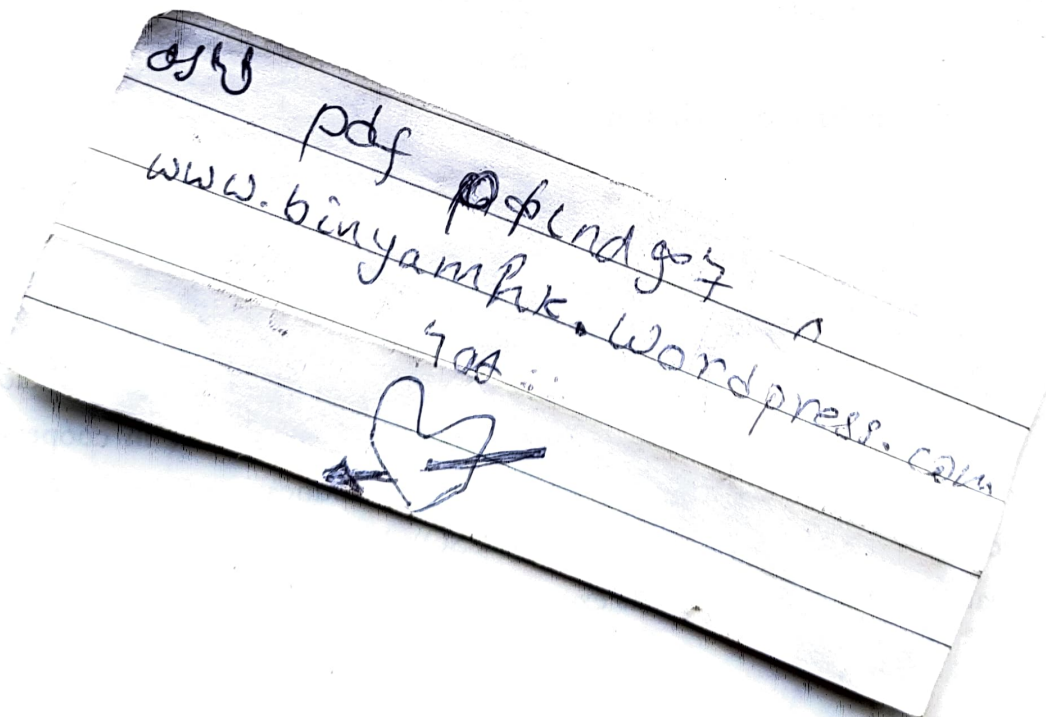
Reuters is main source of ETV in providing vis-news, texts, hard news (ten items daily) clips (music, movie, styles and magazine.)

BBC, CNN and other television stations broadcasts including DSTV and Arab Sat are received in the country via satellite, and the users are relatively of the affluent group of the society, big restaurants and

hotels owners, expatriates and the diplomatic community who can afford to purchase the satellite dish and decoder and pay the annual subscription fee. This has enabled the viewers to have access to a wider variety of program than is available on the Ethiopian Television (ETV).

Number of staff

ETV has 807 employees. Out of these, 443 are programme and production staff and 364 supporting staff.



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2.1.11 EDUCATIONAL MEDIA AGENCY (EMA)

Educational Media Agency is within the Ministry of Education and is considered to be a pioneer in distance education in Africa being engaged in literacy campaigns and ongoing formal and informal education for over forty years.

In 1953-54, the former Ministry of Education and Fine Arts established an audio-visual center in cooperation with USAID, then called Point Four, in its present premises. The main purpose of the center was to provide schools and department agencies with photographs, films, charts and posters.

When television broadcasting was launched in Addis Ababa in 1964, the government proclamation made it clear that the purpose of television broadcasting was to educate, inform and entertain the audience.

Educational television transmission began in October 1965 for high schools in Addis Ababa. Now the coverage has ex-

panded very much, covering most cities and towns of Ethiopia.

The Radio, which had a humble beginning as a pilot program, fully started the production and transmission of its programs in 1971. Currently, there are eleven 1 KW and 109 KW transmitting stations all over the country. This allows each station to carry out its program, and broadcast in two channels.

In 1995 the Distance Education Panel was incorporated with Educational Media Agency. The Distance Education Panel provides secondary education for out-of-school youth through print, radio and face to face delivery mode.

Since 1997-98 Educational Media Agency has started producing English language programs based on Interactive Radio Instruction Delivery Mode in cooperation with Basic Education System Overhaul (BESO), USAID, based in Addis Ababa.

In 2000, it introduced the first satellite radio broadcast in the country in cooperation with World Space Foundation

EMA has at a central level:

- ☆ Two radio studios.
- ☆ One television studio.
- ☆ An audiovisual unit
- ☆ Print Material production

At Regional Level:

- ☆ Three transmitters and three transmission frequencies allocated for each station.
- ☆ Twelve maintenance workshops closer to the radio stations.
- ☆ Twelve regional recording studios and resource centers.

EMA is broadcasting in 14 local languages as well as in English during school hours throughout the week, eight hours daily. On weekends, it broadcasts light and entertaining programs. The programs include news, entertainment, radio drama and music.

Since 1992, the adult education broadcasting is controlled and managed by the regional governments education bureaux. EMA offers training and provides technical and maintenance assistance. The rest of the activities are carried out by the regions themselves.

ICT PROGRAM

The pilot program of using ICT for educational broadcasting became operational in 2004.

No.	Regions	Languages	Location for transmission	Broadcast time
1	Addis Ababa	Amharic	Legadadi	Monday-Friday 08.00-16.45 weekends 09.00-18
2	Amhara	Amharic	Dessie, BahirDar, Debremerkos.	"
3	Oromia	Afan Oromo	Robe, Gimbi Gore, Alemaya	"
4	Tigray	Tigrigna	Mekelle	"
5	SNNPR	Walayitigna, Sidamigna, Kembattigna, Hadiyigna, Kefficho, Siltigna	Walayita, Yerga Alem, Soddo	"
6	Somali	Somli	Godie	"
7	Harar	Harari	Alanaya	"
8	Afar	Afar	Dessie	"
9	Gambella	Agnak, Nuer	Gore	"

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For EMA, using broadcast satellite to disseminate its programs, was the best ICT alternative to overcome its setbacks. In this regard, using broadcast satellite service would benefit EMA to broadcast 30 minutes length of in the national territory.

Since March 2004 broadcast satellite programs were aired for testing, accordingly,

- ✧ Flat screen-plasma TV sets were installed
- ✧ Receivers were also installed, and
- ✧ Generators were distributed to overcome power shortage and interruption.

The Government has covered all necessary budgets, expenses and costs to put the ICT alternative into practice.

2.1.12 INTERNATIONAL RADIO STATIONS BROADCASTING TO ETHIOPIA

Daily transmissions from the Voice of America (VOA) in Amharic, Oromiffa and Tigringa languages, and Radio Deutsche Welle broadcasts in the Amharic language are received throughout the country.

The one-hour broadcast from the Voice of America is received from 9 p.m. to 10 p.m. Ethiopian time. The website of VOA shows that in its Amharic program it could attract one-fifth of the adult population. As a result this is one of the largest audiences proportionally of any service at VOA. The Amharic service has weekly programme (Monday through Sunday) including its daily news feed. The programme includes:

Sports, Science/Health, Americana/Ethiopians in America, Cultural Mosaic/Agriculture Current Affairs/African topics, Kazihm Kaziam- News magazine, reports, listeners, comment, Radio magazine/Mestawot

The Afan Oromo service at the VOA broadcasts a 30-minutes programme Monday-Friday, from 1730 to 1800 GMT. Each program begins with the day's top news stories followed by interviews on important issues of the day and feature reports.

The programmes focus on issues like development, democracy, health, Oromo culture and current affairs.

VOA broadcasts in Tigrigna Monday through Friday from 1900 to 1930 GMT. Here also the programme begins with the day's top news stories. The programme covers issues focusing on agriculture, science & technology health, Eritreans in America, People to People etc.

Among the international broadcasting stations using Ethiopian languages is Radio Deutsche Welle Amharic Programme. Its received from 5 p.m. to 6:00 p.m. Ethiopian time. The one hour daily programme covers current affairs, health, economy, culture, issues related with the youth etc.

In addition to these there are numerous international radio stations like Radio Vatican, Radio Feba, Trans World Radio and others broadcasting their programmes in Amharic, Afan Oromo and other local languages.

2.2 THE PRINT MEDIA

2.2.1. THE GOVERNMENT PRESS IN ETHIOPIA

The Ethiopian Press, as a medium of communication of news and views, reaches a much smaller public than the broadcasting media. Newspaper readers are to be found mostly among the elites and urban population representing about 17 percent of the total population of the country. Press coverage for the remaining 83 percent living in rural areas is severely hampered by high rate of illiteracy. High cost of printing and poor communication between towns and the large rural areas have also militated against the development of print medium in Ethiopian. Hence, the number of newspaper circulation in the country is still below 2 per 1000. This is even lower than the minimum requirement set by UNESCO more than 40 years ago.

Currently, there are only three dailies in Ethiopia, *The Daily Monitor* (private) *Addis Zemen* and *The Ethiopian Herald* (government).

Four government newspapers are pub-

lished by the Ethiopian Press Agency: The Amharic daily *Addis Zemen*, The English daily *The Ethiopian Herald*, the Oromiffa weekly *Berisa*, and the Arabic weekly *Al Alem*.

Addis Zemen, has a circulation of 15,000 to 20,000 daily. Major columns include: "Economy and Investment", "To the Youth", "Population and Environment", "Sunday for Children", "Art and Culture", "Life is Like That", "Horizon" "Sports", "Women's Forum", "Our Guest", "Explorer", "From the World Over."

The Ethiopian Herald, has a circulation of from 9,000 to 11,000. It is published daily. *The Ethiopian Herald* carries a number of news and feature stories. Regular columns include "Focus on Women", "Population", "Arts and Culture", "Society", "Sports", "Opinions, Views, Facts", "Economy and Development". *Addis Zemen* and *The Ethiopian Herald* have Sun-

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day editions with popular features, which command the highest readership. The Sunday issues are designed principally to entertain.

“Berisa”, the Oromiffa language newspaper, appears weekly. Regular columns in the 12-page newspaper are “Legal Affairs”, “Population”, “Economy” and “Sports.” The number of copies of Berisa newspaper have shown a dramatic increase in 2005. Accordingly, the number of

copies have increased to 13,500 from 2,500.


Al-Alem, the Arabic language weekly newspaper, has 10 pages. Major columns of *Al-Alem* include “Population”, “Culture” and “Opinion” It has 2500 to 3500 copies.

The contents of government-owned newspapers also include national and international news, official texts, announcements and advertisements.

LANGUAGE, FREQUENCY, FORMAT AND NUMBER OF COPIES OF GOVERNMENT NEWSPAPERS.

Name	Language	Frequency	No.of copies	Format
Addis Zemen	Amharic	daily	15,000 to 20,000	broadsheet
Barisa	Oromo	weekly	13,500 to 14,000	tabloid
Ethiopian Herald	English	daily	9,000 to 10,000	broadsheet
Al Alem	Arabic	weekly	2500 to 3500	tabloid

The Ethiopian Press Agency also publishes a monthly magazine called *Zemen*. Its content dwells on news and views including entertaining literature.

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2.2.2 THE PRIVATE PRESS IN ETHIOPIA

The history of the private press in Ethiopia goes back to the 1950s. The first private newspapers, the *Voice of Ethiopia* and *Ye Ethiopia Dimts*, were in circulation from the mid-fifties to the early sixties. The National Patriotic Association was the publisher, though the Ministry of Information was responsible for overall supervision.

Later, magazines like *Addis Reporter* and *Mennen* came as bilingual publications in Amharic and English Languages. They were popular among the elites in the capital. The magazines focused on arts, social affairs, and to a limited extent on criticism of government policies.


The private press was banned during the military regime. Subsequently, taking advantage of the EPRDF-led government's declaration of intent, a sizable number of newspapers and magazines appeared in Addis Ababa since 1992.

The proliferation of periodicals was taken as an acute demonstration of the people's long-harbored dissatisfaction with the government controlled media, while at the same time it served as an indication of their hunger for an alternative source of information (EHRCO, 1995).

On the other hand, electronic media did not mushroom like that of the print. Lately, however, the Ethiopian Broadcast Agency has announced the official issuance of two FM radio waves for commercial or private sectors.

Private newspapers and magazines again began to evolve in Ethiopia, when freedom of the press was legally guaranteed under Proclamation No. 34/1992. The period since 1992 saw the mushrooming of privately owned newspapers and magazines.

There were many private newspapers and magazines that emerged, but most of them were short-lived.

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PRIVATE NEWSPAPERS*

The period since the change of government in 1991 is among the events, which have been given a unique place in the history of Ethiopian Journalism. This period is taken as an exceptional one because of two basic reasons, among other things. The first reason is that in this period pre-publication censorship was outlawed. Accordingly, the institutional procedure to get permission for publication and circulation of press output was banned and the institution executing such a process was also abolished down.

Secondly, press ownership, which had been monopolized by government and political party for many years, was permitted to private citizens-excluding radio and television, which is still under monopoly (The 1991 Press proclamation).

According to some evidences, during this period the first private newspaper- *Iyyita*- was started to be published in January 1992. This private paper was a weekly Amharic paper, which was published and

circulated on Wednesdays. The focus of this newspaper was on general issues; and after several years in the market, the publication and circulation was abandoned. Following *Iyyita*, several newspapers have been published. More than 630 newspapers and 130 magazines had taken press license, from which 401 newspapers and 130 magazines, have been published and circulated in the period after the press proclamation to February 2005. Among the published press outputs, some of them relinquished before a month or before they count half a year, and only few others survived for years before dying. Many newspapers were found short-lived because they had been started without adequate research on the type, language, frequency, duration and the market needs in order to be the most viable press output in the market. Moreover, factors such as, inadequate finance, lack of skilled manpower and incompetent leadership together with lack of appropriate and adequate feasibility study before getting into the business have hampered the survival of newspapers in the market.

* The assessment from 1991 to October 2005 was made for PMC by Researcher and Instructor Abdi Ali of the School of Journalism and Communication of Addis Ababa University.

Even though the number vary from time to time about 80 newspapers on average were being published and circulated monthly. For instance, in February 2005, about 83 newspapers were published. According to the Department of Press Licensing and Supervision in the Ministry of Information, among these newspapers 5 belonged to government, 4 were political party papers, 8 were owned by religious institutions and the remaining 66 were published by private individuals (February 2005). From pri-

vately owned newspapers, *Tomar*, can be noted as the oldest newspaper, though it had been stopped for some time in the past. *Tomar* was established on November 30, 1986 E.C.

According to the Ministry of information Licensing and Registration Office the total number of press products circulated in the market from 9th of May to 7th of June 2004 was 101. as shown in the table below:

No.	Type of press activities	Amount
1.	Newspapers	83
2.	Magazines	18
Total		101

Source: Licensing and Registration Office

CONTENTS OF THE NEWSPAPERS

In relation to their contents, privately published newspapers can be categorized into two, such as, those newspapers focusing on economic, social and political issues together can be named as newspapers of general interest. On the other hand, newspapers focusing on

issues of special interest can take one form. As could be understood from the table below, from the 66 privately owned newspapers, 32 (48.48%) focused on issues of general interest while 34 (51.52%) focused on issues of special interest.

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CONTENT ASSESSEMENT OF PRIVATE PAPERS

Thirty four Private newspapers were published with issues of special interests of which 12 were sport newspapers.

The number of Arts and Culture newspapers were 5, Business and Advertisement newspapers 4, Religious newspapers 3 and the number of papers focusing on

the other remaining issues were two or one. Religious newspapers should also be given due attention. In this regard, only about 3 were published by private individuals whereas about 8 newspapers were owned by religious institutions. Hence, the number of religious newspapers cannot be ignored.

FREQUENCY OF PUBLICATIONS*

The frequency of newspapers publication should also be treated as a matter of great concern among other issues under investigation. This is because frequency of publication has an implication on the circulation and flow of information given that the period of publication is more or

less frequent. Certainly, the more frequent newspapers could best satisfy readers because topical and important news can be regularly presented in such newspaper types than in those, which are published and circulated less frequently, given that the other factors remaining constant.

No	content	Numbers
1	Political, economy and social issues	32
2	Economy and finance	2
3	Religion	3
4	Sports	12
5	Love and gender	2
6	Culture and Arts	5
7	Business and Advertisement	4
8	Medical	2
9	Legal issue	2
10	Entertainment for the young	1
11	Astonishing events	1
	Total	66

** The current number of newspapers and their frequency of publications have been greatly reduced following the May 2005 election.*

Among 66 private papers that had been published in February 2005, there was one daily, one bi-weekly, 48 weekly, 3 fortnightly, 12 monthly, and one published at two months interval. Newspaper readers could not get topical and educational information on daily basis because there were only two newspapers that had been published and circulated below a week's duration. On the other hand, except on Mondays, about 48 weekly newspapers on average had been published daily, and

throughout the week extending from Tuesday to Sunday about 8 newspapers were circulated daily. Had they been dailies, because the number could be significantly minimized, it would have become a great opportunity for readers to have alternative newspapers to wander on.

Due to such reasons, therefore, privately owned newspapers have been found staggering to attain collective professional mission than individual goals.

LANGUAGE AND FREQUENCY OF PUBLICATION OF PRIVATE NEWSPAPERS

Language	Daily	Bi-weekly	Weekly	Fortnightly	Monthly	Above a Month	Total
Amharic	-	1	38	2	9	1	51
English	1	-	9	-	2	-	12
Amharic/ English	-	-	-	1	1	-	2
Amharic/Tegrenga	-	-	1	-	-	-	1
Total	1	1	48	3	12	1	66

LANGUAGE OF NEWSPAPERS

Amongst the 66 privately owned newspapers, it was studied that one in Amharic/Tigringa, two in Amharic and English, 12 in English and 51 in Amharic were published and circulated. Private newspapers have not yet been published in local languages except some limited

attempts in Afan Oromo for fewer irregular periods, such as, in Afan Oromo, Tigringa, Somalenga. Other than a fear for market by owners, there is no known justification as to why newspapers could not use such local languages as medium.

Ethiopian Mass Media Profile

NUMBER OF COPIES

The great number of a newspaper copies is an indication of the large size of readers. Similarly, when the number of copies decreases, it is certain that the reader population is also less. When the newspaper's copy increases because the number of copies sold increases, the income would increase directly. Secondly, newspapers, which have a large sale, indirectly draw the attention

lished and were circulated in the market during the sample month. As depicted in the table, copies of government newspapers attained about 828,690 (35.72%), political party papers counted 392,338 (16.9%), religious institution's newspapers added up to 36,150 (1.56%) and privately owned newspapers numbered about 1.05 million (45.69%). If this number is changed to a daily average, it would im-

NUMBER OF NEWSPAPER COPIES*

Ownership	Number of monthly copies	Daily copies on average
Government	828,690	118,384
Political parties	392,338	56,048
Religious institutions	36,150	5164
Private	1,057,656	151,093
Total	2,314,834	330,690

** The figures are for the period before October, 2005.*

of advertising agencies and advertisers to promote their products, which can indirectly increase the income of the newspaper. Thirdly, as the number of copies increases, the printing cost for each copy will decrease and, as a result, the price for each copy is going to decrease. This, in turn, has a role in contributing to an increase in the number of newspaper readers.

As can be seen from the table, the numbers of copies of private newspapers were small. It is estimated that about 2.31 million copies of newspapers had been pub-

ply that 330,690 copies are published daily. However, if we consider the number of private newspapers copies comparing with the total population, it would indicate that the ratio will fall below the standard. Accordingly, one daily, weekly or monthly edition of newspaper reaches 1000 people. This figure is significantly below the standards of what many countries have achieved; and, as a result, it is impossible to dare say that this sector of the media industry has been discharging its responsibility.

FIGURES OF COPIES PUBLISHED AT A TIME IN THE SEVEN SAMPLE NEWSPAPERS. (before October 2005)

NO	Newspaper	Number of copies
1	<i>Reporter</i>	9,567
2	<i>Tobia</i>	2,325
3	<i>Tomar</i>	1,280
4	<i>Menlik</i>	10,875
5	<i>Addis Zena</i>	2,050
6	<i>Nation</i>	6,250
7	<i>Addis Admas</i>	31,000

NUMBER OF PAGES

The number of pages of a particular newspaper can be influenced by the kind of issues to be covered and published. Especially because newspapers of general interest raise several issues, they are expected to have many pages. For instance, the Sunday edition's *Reporter* newspaper had 48 to 64 pages, and the

Wednesday's edition had about 32 pages. Similarly, *Addis Admas* had 28 pages, *Nation* 24 pages, *Tobia* 20 pages; and each of the remaining three newspapers possessed 16 pages. Accordingly, out of the seven newspapers, *Reporter* has more pages than others.

NEWSPAPERS' PAGE NUMBER (before October 2005)

Newspaper	Editorial issues	Advertised issues	Total
<i>Reporter</i>	22.50	25.50	48
<i>Tobia</i>	16.40	3.60	20
<i>Menlik</i>	15.00	1.00	16
<i>Tomar</i>	13.50	2.50	16
<i>Addis Admas</i>	18.00	10.00	28
<i>Addis Zena</i>	9.00	7.00	16
<i>Nation</i>	7.00	17.00	24

Ethiopian Mass Media Profile

A BRIEF PROFILE OF SOME OF THE PRESENTLY EXISTING PRIVATE NEWS PAPERS

Addis Admas

Addis Admas is a weekly Amharic-language newspaper which was established in 1999. Its thoughtful and thought-provoking editorials enriched with proverbs have won the paper a growing readership. Consideration for others, tolerance, statesmanship and integrity rank high among the values portrayed in the paper's editorials. Regular columns of the paper include: Culture, Business and Economy, Science and Technology, Health, Arts and Sports.

Reporter

The Amharic-language newspaper *Reporter* was established in September 1994. *Reporter* is also running an English weekly newspaper widely circulating in the capital and the major cities and towns of the country. Regular columns of the paper include Politics, Sports, Business and Economy, Art and Culture. *Reporter* is published by the Media and Communication Center.

The Monitor

The Monitor is the only daily private English language newspaper in the country and concentrates on issues of social, economic and political nature. The Monitor, which started circulating as a weekly English newspaper, was established in 1994. It has a

relatively wide readership among members of the foreign community and Ethiopian intellectuals.

Fortune

Established in May 2000, *Fortune* is a weekly business newspaper published and distributed by Tamrat Publishing. Its main focus is on business reporting and economic developments in the country. Business and economic stories appear in the economic commentary page as well as in the front page of the newspaper. The paper's in-depth analysis of finance, trade and commerce, governmental policies affecting business and other economic matters are the stuff, which are of primary interest to the business community. Investments, foreign and domestic trade, commercial treaties and other socio-economic activities are also widely covered by the newspaper.

SUMMARY OF ETHIOPIAN MASS COMMUNICATIONS
CHANNELS BEFORE OCTOBER 2005

<u>NO</u>	<u>Medium</u>	<u>Number</u>
	<u>Newspapers</u>	
1	Dailies	3
2	Weeklies	53
3	Bi-weeklies	2
4	Fortnightlies	6
5	Monthlies	21
	<u>Magazine</u>	
6	Magazine Title	16
7	Radio Stations	7
8	Television Station	1
Source: Mekuria (2005) who quoted Ministry of Information, Press and Audiovisual License Department		

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2.3 NEWS AGENCIES

2.3.1 The Ethiopian News Agency (ENA)

The Ethiopian News Agency (ENA), established in 1942, is a state-owned Agency. Its head office is in Addis Ababa with 15 main branch offices and 22 sub-stations in the major cities and towns of the country, connected by computer network. It derives its revenue from state subsidy and subscriptions from newspapers, radio and television stations.

ENA has 270 permanent staff, which include editorial, administrative and documentation services. Domestic subscribers include Radio Ethiopia, Ethiopian television (ETV), Radio Fana, The Ethiopian Press Enterprise, government and non-government agencies, international organizations, international and regional news agencies, and foreign embassies. ENA receives dispatches by subscription and exchange from Reuters, Agence France Press (AFP), Pan African News Agency (PANA) and the Chinese news agency, Xinhua, all of which have correspondents in Addis Ababa. ENA distributes press releases, news bulletins as well as photographs which are widely used in the local press.

The Agency is now operating its new information storage and retrieval system to handle news gathering, editing and transmission. Plans for the near future include the establishment of Local Area Network (LAN), for internal information exchange, and Wide Area Network, (WAN), which connects the branch offices with the head office for information exchange.

AIM

The purpose of the agency is to gather and distribute balanced and accurate news and news materials, concerning Ethiopia and the rest of the world in accordance with media policies, laws and directives.

DESKS

There are five desks within the information coordination department classified according to the distinctive circumstance related to the source and destination as well as the manner of gathering and disseminating news and news materials.

THE CITY DESK

Currently it is called Addis Ababa Desk. Since Addis Abeba is the seat of the Federal Government and several international organizations, ENA's beat reporters are in a standby position in this respect.

They are stationed at Bole Airport, the Parliament, the Federal High Court, the Palace and the Prime Ministers office.

THE REGIONAL DESK

The regional desk is responsible to gather news and news materials from across the nation except Addis Ababa and its surrounding localities.

ENA's correspondents at the 15 main branches and 22 sub-branches in the various national status are directly accountable to this desk. Most of the news on the various social, economic, political and cultural lives of the peoples in all corners of the country comes to the mass media by the staff of the regional desk. (source: ENA website.)

ENGLISH DESK

It is the English Language Desk of ENA that provides the foreign community with important and up-to-date news and infor-

mation about current political, social and economic affairs of the country.

Significant stories sent by reporters of the city and regional desks are rendered into English at this desk.

BROADCAST MONITORING SERVICES

There is also a service that monitors more than 20 international broadcast stations around the world.

It supplies the other information desks with current news and news materials, thus, enriching the output of the agency.

BUSINESS BULLETIN DESK

Under this desk a 'Medical World' bulletin is prepared and circulated every fortnight. This bulletin highlights important issues on health and health related information. The Ethiopian Journalism Review, (EJR) is a biannual journal which focuss on journalism & related issues in Ethiopia.

Ethiopian Mass Media Profile

TECHNICAL AND COMPUTER SERVICES

Under this department dispatching and receiving news, features, articles and reports are performed. With the help of its computerization, it dispatches all the local news produced at ENA and those it receives from international news agencies such as Reuters, AFP, Xinhua, etc. to the various local and foreign media as well as other international organizations and various embassies. It daily dispatches on average 300 news stories.

AUDIO-VISUAL SERVICES

By using modern updated equipment, ENA provides audio-visual back up news stories. It also provides other services like video-recording, editing, photography, and promotion work.

ENA'S WEBSITE

ENA has website <http://www.ena.gov.et> that is available on the Internet service. In its Website ENA produces news and feature stories concerning Ethiopia and activities that are taking place in the country related to economic, political and social issues.

2.3.2 WALTA INFORMATION CENTER

Walta Information Center was established in 1993 with its head office in Addis Ababa. The Information Center has its own network of reporters throughout Ethiopia. It gathers and distributes local and national news releases and fulfills the function of a news agency in the country. In addition, the Information Center provides special services such as organizing various government and non-government sponsored panel discussions, seminars and trade-promotion exhibitions.

WIC has opened 16 branches in all nine regional states, Addis Ababa and Dire Dawa. It has 32 permanent journalists.

WEBSITE

Walta, with over two million hits yearly, has a strong presence on the Internet. The website is updated several times throughout the day as new stories arrive.

News and other information are available on the Website in both languages

(Amharic and English). The Website has been networked with more than two hundred news sources worldwide.

Some of the materials on the website include news articles and documentaries, news wire, newspaper editorials, specialized features, archives, special reports, Real Audio (Radio and TV), bid notices, currency exchange rates and weather.

It features a section that is dedicated to publish written material in the local media. Walta has also links to major international media as well as to sites that have strong content on Ethiopia and the Horn of Africa."

The website also features a section that is devoted to promoting the various regions in Ethiopia in terms of development and tourism potential.

FACILITIES

WIC office is equipped with modern communication facilities such as a website and computers with a wide range of network. Walta also has a modern audio-visual studio complete with all the facilities.

It develops and prints pictures and supply materials to the media and other clients on request.

No foreign wire service news is received by Walta, but it browses international media websites like BBC, CNN, etc. like any internet user.

Walta provides its news, articles, features and other services directly to public media organizations (Newspapers, Radio, and TV), Radio Fana, Regional media and information bureaus and others.

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Ethiopian Mass Media Profile

3. REGULATORY BODIES OF THE PRESS SYSTEM

3.1 ETHIOPIAN BROADCASTING AGENCY

The fundamental legal instrument governing the mass media (print and broadcasting) is the constitution, which was ratified in December 1994 and came into force in August 1995.

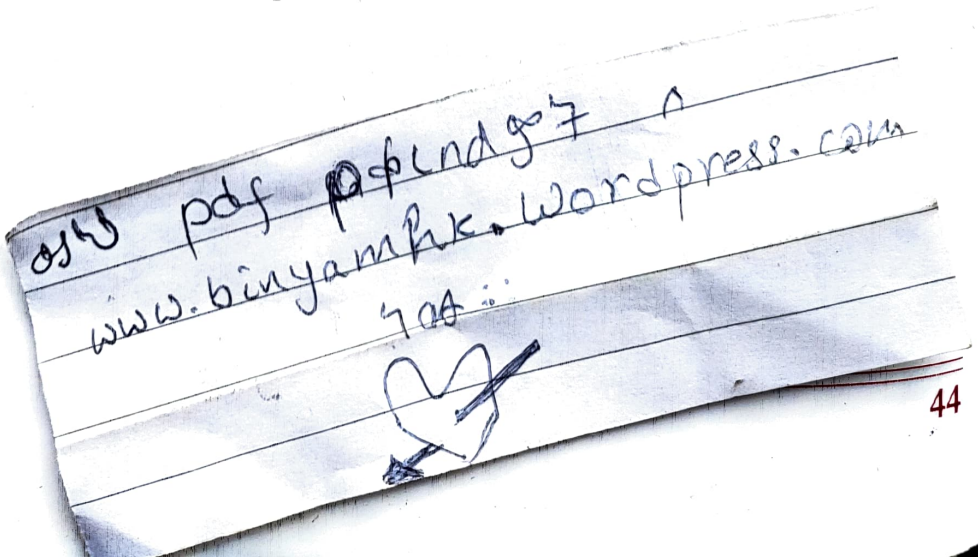
The Ethiopian Federal Government is the sole regulatory authority over press and broadcasting laws, including the granting of licenses and the allocation of frequencies. Until 1999, however, licenses had only been granted to the private press.

The Ethiopian Broadcasting Agency was established by law issued in 1999. The law states that the objective of the Agency shall be to ensure the expansion

of a high standard, prompt and reliable broadcasting service which can contribute to the political, economic and social development.

Objectives: - The Agency's objectives among others are:

- ✧ Issue, suspend and cancel broadcast service licenses.
- ✧ In consultation with the telecommunication Agency, allocate airwaves to licensees and decide on transmitter capacity and other technical points.
- ✧ Control, regulate, and prohibit illegal transmission.



3.2 THE LICENSING AND REGISTRATION DEPARTMENT OF THE MINISTRY OF INFORMATION

The Licensing and Registration Office was established by Proclamation Number 34/1992.

Objectives: -

- ✧ Issue, suspend and cancel press license
- ✧ Control and Regulate press products
- ✧ Inspect press products

Regulatory Mechanism

- ✧ Receiving two copies regularly.
- ✧ Regulating timely renewal of license.
- ✧ Cross-checking of documents and inspections
- ✧ Surprise inspection by staff members

3.3 MEDIA PROFESSIONAL ASSOCIATIONS

Professional associations of media practitioners, used to include the Ethiopian Journalists Association, the Ethiopian Free Press Journalists Association, and the

Ethiopian Women Journalists Association as well as the Ethiopian Sport Professional Journalists Association.

JOURNALISTS ASSOCIATIONS

The relative freedom of the media, which transpired concomitantly with, or more as a consequence of, political and economic liberalization, has enhanced the process of democratization.

It is also a universally accepted fact that the right to seek and obtain information as well as to engage in free expression on issues of concern without fear of harassment and punishment is a cornerstone for the exercise of democracy.

Ethiopian Mass Media Profile

Such a democratic undertaking assumes greater significance in countries like Ethiopia, where the democratic experiment is novel, and consequently, the government used to hold monopolistic power over all sectors of the media (Shimelis Bonsa, 2000).

Under such circumstances the need to protect and secure this freedom could be attained only by establishing strong professional associations. In this respect the Ethiopian Journalist Association (EJA) was the first professional association in the Derg regime (1974 to 1991) which failed to specifically stipulate the possibility of establishing a private press.

This association was allowed to function by the Derg regime because it was oriented towards the Marxist ideology that more or less guided by the regime's policy from the beginning to the time of its downfall. The association also included members who worked as public relations practitioners in different government organizations. There is to date no public relations professional association in Ethiopia.

Following EPRDF's accession to

power, while the former EJA became more or less disfunctional in the initial stage the Ethiopian Free Press Journalists Association (EFPJA) or the Ethiopian Independent Journalists Association (EIJA) occupied the limelight by taking an anti-government stance that was said to represent journalists working in the private press. Journalists working for the public or government media were not embraced by EFPJA being considered as employees of the government. Subsequently, employees in the federal regional, public and state media established a counterpart association to EFPJA bearing the name the Ethiopian National Journalist Union (ENJU). An incredibly large number of newspapers and other periodicals flourished with ownerships held by the government, parties, public and professional associations and the business sector.

Currently there are two other journalists associations and these are Ethiopian Media Women Association (EMWA), and the Ethiopian Sport Professional Journalists Association (ESPJA).

3.4 ETHIOPIAN MEDIA WOMEN'S ASSOCIATION (EMWA)

Ethiopian Media Women's Association (EMWA) is a non-profit, non-partisan professional association officially registered with the Ministry of Justice since May 1999 pursuant to the Ethiopian Civil Code 405.

Ethiopian women started joining the media since the early 1950s. Like most professionals in this area, very few had formal training. Some learned from experience, others solely from the government media, while still others joined the Ethiopian Mass Media Training Institute founded in 1996, the only higher media institute in the field until 2000. Witnessing the weak participation and poor professional expertise, a number of women journalists initiated a series of meetings. EMWA was thus founded on November 16, 1997.

With more than 135 members, the association includes journalists, public relations officers, information and communication officers, media consultants and correspondents from the public and private media, NGO's, private institutions and international organizations.

Objectives:

EMWA's primary objective is to increase the professional skills of its members, and Ethiopian women media professionals at large, through training, experience-sharing, advocacy research and networking.

It also aims at advocating for women's rights, improving women's image in the media, and encouraging media participation of women.

TRAINING

EMWA has been involved in several skill up-grading training, workshops, seminars, exchange programs, forums, and media coverage of violation of women's rights.

EMWA members thereafter cover these issues in the local media. EMWA's activities are strongly supported by and co-organized with 24 national and international institutions and organizations. □

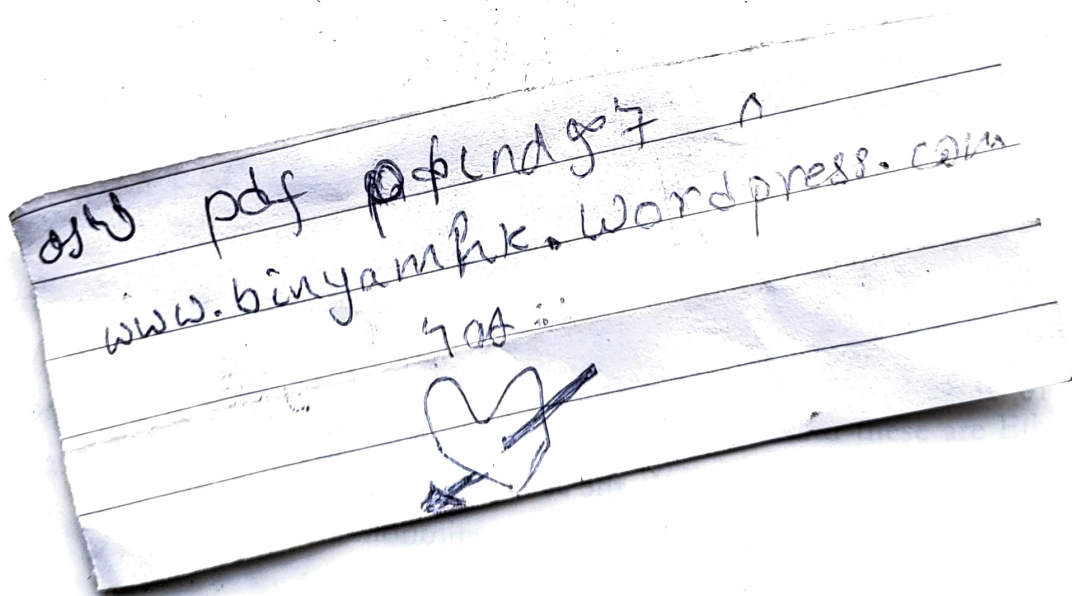
3.5 ETHIOPIAN SPORT PROFESSIONAL JOURNALISTS ASSOCIATION (ESPJA)

The Ethiopian Sport Journalists Association is a professional association established in 1999. It has 50 members from government and private media.

For about five years the association has organized and conducted training and seminars in the capital and the regions.

The training has been conducted in regions where sports activities are encouraging. In this regard trainings were offered to Dessie, Jijiga, Harar and Dire Dawa members.

The Ethiopian sport Journalist Association, which considers itself as national association, is a member of International Sport Association (ISA).



12. PROFESSIONAL CODE OF ETHICS

The following Code of Ethics are widely used world-wide and have been endorsed by various associations of Ethiopian journalists.

1. The journalist has the obligation to inform the public on the malpractice of officials. The information must be corroborated by evidence.
2. In recognition of the fact the public has the right to get information, the journalist is obliged to reveal the truth based on accurate information.
3. The journalist shall be dedicated to his profession and enrich his knowledge and experience.
4. The journalist shall not disseminate information that endangers the nation's unity, security or sovereignty, or create divisions among people, or destabilizes peace, or facilitate or foment discrimination based on race, tribe or religion.
5. The journalist shall observe professional secrecy regarding the source of information obtained in confidence.
6. The journalist shall not use any material belonging to others without giving credit to the author.
7. The journalist must be sharp-minded, trustworthy, modest, and meticulous in performing his job.
8. The journalist shall not disseminate information that slanders individuals or organizations.
9. If the journalist happens to disseminate defamatory information on an individual or organization he shall present the denial or response of the individual or organization.

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10. The journalist shall maintain the integrity of his profession and association.
11. The journalist shall not engage in socially or morally unacceptable activities.
12. (a) The journalist shall not present to the public obscene literature, pictures, films or utterances that corrupt culture.
(b) The journalist shall identify the news item from his own subjective judgment. If at all he has [to express] personal views, they should be clearly and explicitly stated. The journalist shall, while performing his duties, not be dominated by his own emotions and shall not be in pursuit of his own personal interests.
13. The journalist shall not without permission of the giver reveal the source of information or national secrets which he may have obtained in the course of performing his tasks.
14. The journalist shall not, out of scrupulousness or lame excuses or shunning responsibility, refrain from compiling and disseminating information that should be known by the public.
15. The Journalist shall not degrade the profession by directly or indirectly accepting bribes, gifts or other benefits for the news, commentaries, programmes, photographs or films he has disseminated.
16. The journalist shall not act as an intermediary between another journalist and an individual or organization that wants to be publicized in the media.
17. (a) The journalist shall not abuse his profession to acquire illegal benefits or be a cause for the acquisition of illegal benefits.
(b) The journalist shall not engage in activities that are inconsistent with his profession. The journalist shall

immediately rectify the mistake he has made regarding an individual or organization.

18. (a) The journalist shall work in close collaboration with other professional colleagues.

(b) The journalist shall not try to harm other journalists or obstruct their activities for personal fame or to get other benefits.

19. If a journalist encounters problems while making efforts to fulfill his tasks, the association shall, in collaboration with those concerned, do its level best to help the journalist.

4. JOURNALISM AND COMMUNICATION EDUCATION

It is obvious that unlike other professions journalism training in Ethiopia did not get any attention for many years. The Ethiopian mass media, with more than a century old of press activities, was spearheaded by the print medium supported by electronic media and wire services.

Nonetheless, until very recently, journalist's professional competence has been identified as limited or unsatisfactory. It remained at its lowest ebb in terms of quality of output, credibility, format and entertainment approach.

For many years there were only few journalists who have been professionally trained at higher education level abroad.

But most of the working journalists had no professional training based on a systematically designed curriculum of journalism and mass communication education.

They have been serving the public just by common sense, case judgment and news sense. The total lack of professional training in the areas of journalism and mass

Ethiopian Mass Media Profile

communication thus exacerbated the pitfalls of the media in the country.

To meet the demand of training and to bridge the gap, three institutions have started offering journalism and mass communication courses at higher levels. The institutions are offering diploma, degree and postgraduate diplomas for the successful completion of the proposed training and education programmes.

Although the mass media in Ethiopia have a relatively long history, a school of journalism was non-existent in the country until 1996. Hence, the media had no option but to recruit individuals with inclination to the profession, and provide for some of them short-term training in the country and abroad. There were more opportunities for broadcasters than for newspapermen, as newscasters and programme producers were often sent to BBC, Radio Moscow, and Radio Deutsche Welle on short-term attachments. Moreover, in the late sixties, an ambitious programme of providing a year's fully paid training for apprentices in various aspects of broadcasting was launched in-

side Radio Ethiopia. More than 30 apprentices were trained in three phases of the training programme: 15 in the first phase, 7 in the second phase, and 8 in the third phase. Journalism is a highly esteemed career in itself. Its responsibilities are so great, its standards exacting, and its power to do good or inflict harm so subtle and so deadly that it ought to be obvious that every one cannot be a journalist without having proper training.

Very little has been written about the status of the media, communication and journalism in Ethiopia. No one knows exactly how many professional journalists there are in the country. But one thing is certain. Most Ethiopian media practitioners learnt their skills on the job, which had been the most common way of acquiring broadcasting and news writing skills in the country.

4.1 ADDIS ABABA UNIVERSITY (AAU)

Until very recently, there was no specialized teaching in media and communication in Ethiopian universities. Teaching about the mass media was not a regular part of university education to any significant degree. There were only scattered mass media courses in which mass media studies were included in various programmes at the Addis Ababa University. Hence, teaching about the mass media was by and large provided in a fragmentary manner by the Institute of Language Studies of AAU, departments of the Theatre Arts, Education, and Political Science and International Relations as part of their own disciplinary perspectives. In the Addis Ababa University, courses in journalism tended to be academic rather than professionally oriented. However, the Foreign and Ethiopian Languages (and Literature) Departments of the ILS have maintained journalism

courses for more than ten years. Its graduates are some of the leading professionals in the Ministry of Information and the well-known private newspapers. The courses have been, and continue to be, conducted by Ethiopian instructors who have been exposed to journalism education in American, former Soviet Union, British, Indian universities and other countries. Some of these universities are: The Graduate School of Journalism of Columbia University in New York, the University of Wales, Cardiff, in the U.K. and the John Hopkins University in U.S.A. and Italy.

In this connection, some other American universities which had provided scholarships to veteran journalists that served as pillars to the profession in the Ethiopian Mass Media deserve to be mentioned. Included in this list is the Northwestern University of the U.S.A.

4.2 ON-THE-JOB TRAINING AND FORMAL EDUCATION IN ETHIOPIA

The rapid development of the private press in Ethiopia increased the demand for qualified journalists. The field of advertising is also gaining headway as one

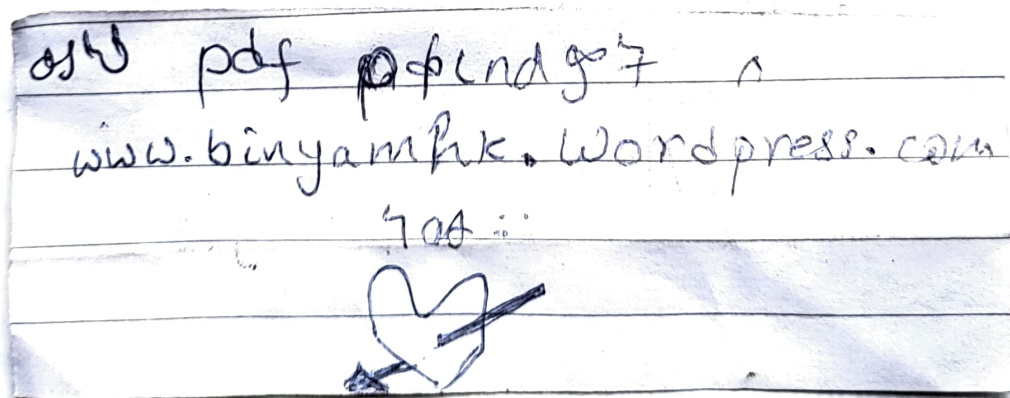
of the major forces in national economic development. It is a career by itself and the vocation offers unlimited job opportunities for people who are qualified. Ad-

Ethiopian Mass Media Profile

vertising in the country started way back in the 1950s in Addis Ababa with a one-man advertising organization. At the outset, there were the mammoth problems of severe lack of communication and media facilities. The people who spearheaded advertising work at the time were not scholastically prepared for the career. They learned it through experience and short-term training, gained control of the complexities of the business, set directions for others to follow, and caused its continual expansion. Today, men and women are becoming more and more involved in the field of advertising, and women are more than welcome in the business formerly dominated by men.

Newly established private colleges in the country have started providing courses in journalism and communication.

Non-government organizations in Ethiopia, such as Population Media Center (PMC), Johns Hopkins University (JHU), Family Health International (FHI), The British Council Library, PACT and Packard Foundation also provide training in the use of mass media and behavior change communication. The NGOs provide training by conducting workshops and seminars and by sending media practitioners abroad on various media training programmes..



4.3 ETHIOPIAN MASS MEDIA TRAINING INSTITUTE (EMMTI)

The Ethiopian Mass Media Training Institute was established in 1996 with a view to produce media personnel with the requisite training in journalism and mass communication armed with the necessary code of conduct and professional ethics.

Mission:

Its mission is building a foundation for media education and uplifting the professional capacity of media practitioners.

Vision:

The vision is to make the Mass Media Training Institute a leading national journalism and mass communication education training center for the fulfillment of manpower and media resource material and for the promotion of free, well informed, prosperous and democratic society.

Objectives:

- Train versatile and adroit mass media journalists
- Train and produce competent mass media journalists and all rounded com-

municators who would be able to entertain, educate and inform the public by producing quality and standard programmes.

- Conduct research pertaining to journalism and mass communication education, and development of media inputs in Ethiopia.

- Provide consultancy services in the area of mass media and mass communication.

EMMTI has produced 639 middle-level journalists with a diploma (regular and extension) programme.

A total of 209 graduated in print journalism, 227 in broadcast (Radio and Television) journalism and 203 in print in its extension program.

It offered a two-year diploma program in three areas (in print, radio and television journalism).

The admission criteria are formulated and fixed by the academic council and approved by the board of managers of the institute.

Ethiopian Mass Media Profile

For diploma, the selection criteria are good results in ESLCE and recommendation letters for working journalists. For private applicants good results in ESLCE and, in addition, any participation letters from where they take part in any media practice.

To enhance the participation of female applicants, twenty percent of the placement is reserved for female students.

In this respect, in the six rounds of the training, out of the total 639 graduates, about 128 female journalists have successfully completed the offered courses and have been awarded diplomas. Female graduates were trained in print, radio and television journalism.

Originally, this program began as on-the-job training program. Thus, it was a program designed to upgrade the knowledge and skills of those involved in the structures of public media stations.

DEGREE PROGRAM

Following the evaluation of the diploma program and the training needs

assessment, necessary steps of upgrading/ designing/ of the curriculum has been undertaken.

A three-year degree program on journalism and mass communication was launched in March 2004 in the history of the institute and the country. Admission criteria and number of students are fixed by a board of managers. Admission criteria are diploma holders in any social science fields, and passing entrance examination for the working journalists as well as private applicants. For preparatory students, admission is determined by lots and entrance examination results.

The institute has now been made part of the School of Journalism and Communication of Addis Ababa University.

The degree program started training and education in two main journalism and mass communication departments.

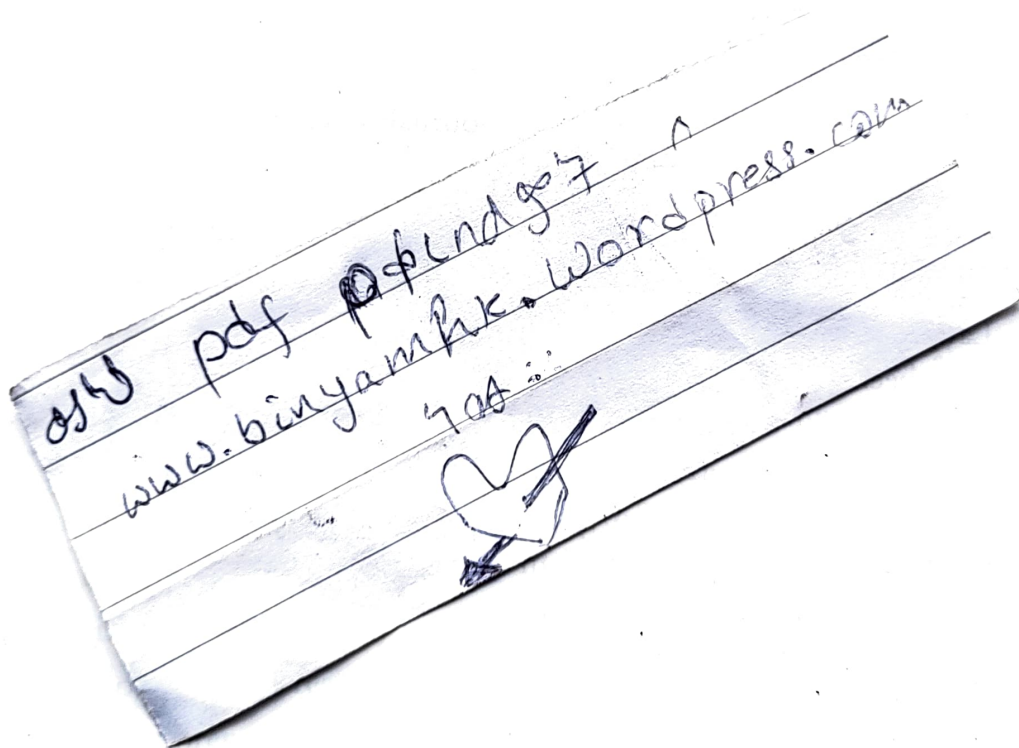
- Print media (newspapers and magazine) department

Broadcast media department.
(Radio journalism stream and
Television journalism stream)

The institute has eleven full-time lecturers who are well experienced in journalism and communication education. Common courses are offered by part-

time staff from AAU, and other institutions.

EMMTI is equipped with essential technical facilities like two radio and one TV studios, editing pools (linear and digital) and a photo lab with latest equipment and computer pool with internet access.



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4.4 GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION, AAU

The Graduate School of Journalism and Communication, the first of its kind in the country, started its training program in March 2004.

This four-year project is sponsored and funded by the Norwegian Government which allocated seven million dollars to realize the project.

The aim of this program is to produce professional journalists that protect human rights and democratic freedom.

Postgraduate students with B.A holders in Law, literature and other social sciences have been admitted.

Lecturers have come from Kenya, South Africa, Europe and the USA. They were selected from various journalism and communications schools. Communication courses are managed at MA level. The number of students admitted was fixed in the project.

The postgraduate faculty has conducted four short-term training programmes. The one month long training programme focused on journalism

basics and advanced courses.

The short-term training courses were on investigative journalism, editing, ethics, journalism and good governance, etc.

FUTURE PLAN

The faculty has planned to upgrade Ethiopian professionals up to PhD levels to overcome shortage of lecturers and journalism & communication experts.

Supervised internship is planned to enhance practical education so that the students of the faculty could be exposed to a real working environment in public media organizations.

4.5 OTHER GOVERNMENT UNIVERSITIES

Journalism education is expanding with the opening of new universities in Ethiopia. Accordingly, departments of journalism have been opened in regional universities together with the

Addis Ababa University. The Mekele University, the Debub University and the Bahir Dar University have started to offer training in journalism at first degree level.

4.6 PRIVATE COLLEGES

UNITY UNIVERSITY COLLEGE

A faculty of journalism and mass communication education (training) was established about five years ago. Since its establishment, the faculty trains students in two main journalism streams-- Radio and Newspaper Journalism.

Intaking criteria and number of students are fixed by the senate of the college. In this respect, the faculty enrolls students whose ESLCE result is above two points, and preparatory students.

There is no discrimination in regard to female participation. It offers scholarship to female candidates to enhance

their participation. Others are supposed to compete with male students in all respects.

The college also offers short-term training and organized workshops in newspaper and radio journalism genres. In future, the college has plans to organize training in journalism and media ethical issues.


The facility has three full-time instructors who are media communications and journalism professionals.



Ethiopian Mass Media Profile

OTHER PRIVATE UNIVERSITY COLLEGES

The Rift Valley University College and communication courses at an undergraduate level.
and the New Generation University
Colleges are also offering journalism

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5. FILMS *

Emperor Menelik II is credited to have introduced the magic of cinema in Ethiopia. The first exhibited film, that is believed to be *The Lives of Jesus Christ*, was screened in 1907 at the palace of the Emperor. Since then, viewing films had become popularized in the country despite vehement opposition by the clergy. Being influential as well as opinion leaders of the time, the clergy labeled the advent of cinema as the deeds of the Satan. That was probably why the first movie hall, Cinema Terrace which was named after its owner Mr. Terrace, was known as 'ye seytan bet', to mean 'Satan's House.'

Right through the Italian occupation of Ethiopia between 1936-41, film exhibition became more popularized, particularly as the Italian colonial force recognized the power of cinema to promote their power and culture. Some of the present day movie halls in Addis Ababa and other major cities like in Dire Dawa, Dessej, Gonder, and Jimma are the living testimonies of that period.

After the Italians left, however, the history of Cinema in Ethiopia still remained one-sided to film exhibition from foreign countries. That is to mean no sign was ever witnessed until in the 1950s as long as local film productions were concerned. In the 1950's and 60's a good number of

documentary and educational films were produced by various government agencies. Even these films were made by commissioned filmmakers from abroad, mainly from Australia, Canada, France, Germany, the Netherlands, Russia, the UK and USA.

As initiative and as part of the national community development effort, mobile projection units operated by government agencies, such as the Ministry of Agriculture, Ministry of Health, and Ministry of National Community Development, toured and rural villages and drew audiences from many miles around to see documentary educational and instructional films. With regards to feature film productions, on the one hand, the first feature film, entitled "*Hirut Abatua Mannew?*" was produced in the early 60's. It was a 35 mm black and white film. The second feature, "*Gumma*", was also produced in the late 1960's. The entire technical crew for the first feature was composed of foreign filmmakers, except the producer, Ato Ilala Ibsa. On the other hand, the Director of "*Gumma*" is the Ethiopian-born pioneer filmmaker, Michel Papatakis. Nothing much happened afterwards, however. Instead, film viewing culture got more popularized as the Ethiopian Television was established, as more movie houses were being constructed around the country, and most importantly as the advent of video technology (VCR) became a house-hold name.

* This is taken from a research paper presented by Dawit Lakew Abebe at the National Symposium organized by Population Media Center at the Addis Ababa Hilton, (August, 2005).

Ethiopian Mass Media Profile

Nevertheless, a state-owned Film Corporation was setup by decree in 1987 to plan, promote, and organize an integrated and effective development of the film industry in Ethiopia. The Ethiopian Film Corporation (EFC) was soon armed itself with professionally trained human resource. Its studios were well equipped to meeting the state-of-the-art. During its 10 years life time, EFC managed to produce several documentary films both in 16 mm and 35 mm formats. It also produced two feature film: "Behiwot Zuria", in 16 mm black and white, directed by Berhanu Shibru in 1988 and, "Aster", in 35 mm color, directed by Solomon Bekele in 1990. EFC also produced a number of documentary films in 16 and 35 mm in collaboration with the Ministry of Culture, UNICEF, and with some overseas film centers. "3002", "The Shepherd" and the "Song of the Hamar Shepherd" are among the documentary films produced by the Corporation until it was liquidated in 1997.

Currently, educational and instructional films are produced by the Educational Mass Media Agency, under the Ministry of Education, Ministry of Agriculture, Ministry of Health, Ministry of Water Resources, and other government and non-government agencies, for television or for showing in schools, workshops, seminars and training centers. The Ministry of Information film unit also produces documentary films, particularly for use in government information programmes.

Feature-length dramatized fictional video films are also produced. In effect, the de-

velopment of amateur film-making is fostered, their productions being broadcast on television drama hours, and shown in public and private cinema houses.

There are 15 cinema halls in the country with an average of 800 seats. Out of these, six are in Addis Ababa. Most of the films shown in these cinemas are imported. Private cinemas are also being established in the country, such as Alem Cinema with 400 seats. Affected by the extension of television i.e. ETV, CNN, DSTV and video films and theatrical shows, the number of cinema attendants has declined markedly in recent years. The film shown in public cinemas has apparently lost its place to television and home videos as the first medium of mass entertainment in the country. Although audiences still go to the movies in thousands, they now also watch films on rented, copied or purchased videos. Video houses are also showing films and their particular audience is the youth.

Discussions are aired regularly about illegally operating video-houses which are accused of showing films on obscene subjects that expose the youth to harmful situations. As the Ethiopian youth, like their counterparts anywhere in the world, are big consumers of sensational video films than any other demographic groups, they may be exposed to negative, conflicting and often destructive messages about sex and sexuality. In the face of the HIV/AIDS pandemic in the country and elsewhere, concern is voiced about the effects of such films.

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- Ethiopian Mass Media Training Institute
- The Ethiopian News Agency
- Walta Information Center

ANNEX 1

ETHIOPIAN RADIO'S: NATIONAL SERVICE CURRENT PROGRAM- MING FREQUENECY-MW,SW BROADCAST LANGUAGE- AMHARIC

Day	Time Morning	Name of program (Morning)	Duration	Time Noon	Name of program (Noon)	Duration	Time Evening	Name of program (Evening)	Duration
Monday	7:00 _{am}	News in brief	5'	11:00 _{am}	News in Brief	5'	8:00 _{pm}	News File	20'
	7:15	Rural Forum	30'	11:15	Music Forum	15'	8:30	Current Affairs	20'
	8:00	News	10'	11:45	Reader review	15'	9:00	African News	15'
	8:15	Literature	40'	12:00	News	15'	9:20	Survey of Ethiopia	30'
	9:00	Closing News	5'	12:20	Sport	15'	10:00	News File	20'
	9:10	Music Forum	30'	1:00 _{pm}	News	15'	10:25	Monday Night Music Show	30'
	9:45	Science	15'	1:20	Evening Programs Promotion	5'	10:55	Wrap up News	5'
	10:00	News in Brief	5'						
	10:10	Arts	40'						
Tuesday	7:00	News in brief	5'	11:00	News in Brief	5'	8:00	News File	20'
	7:15	Around Life	30'	11:15	Music Forum	15'	8:30	Current Affairs	20'
	8:00	News	10'	11:35	Home Science	15'	9:00	African News	15'
	8:15	Survey of Ethiopia	30'	12:00	News	15'	9:20	Law and Society	30'
	2:55	Closing News	5'	12:20	Sport	15'	10:00	News File	20'
	9:10	Quiz	45'	1:00	News	15'	10:25	Nationalities Music	30'
	10:00	News	10'	1:20	Evening Programs Promotion	5'	10:55	Wrap up news	5'
	10:10	Home Science	15'						
	10:20	Critic	20'						
Wednesday	7:00	News in brief	5'	11:00	News in Brief	5'	8:00	News File	20'
	7:15	Rural Forum	30'	11:15	Music Forum	15'	8:30	Current Affairs	20'
	8:00	News	10'	11:35	Meteorology	15'	9:00	African News	15'
	8:15	Voice of the Cooperatives	15'	12:00	News	15'	9:20	YaKenKingit (Looking Over one's daily life-PMC)	30'
	2:55	Closing News	5'	12:20	Press Editorial	10'	3:45	Medicine	20'
	9:10	Music Forum	45'	12:35	Sport	15'	10:00	News File	10'
	10:00	Our Towns	10'	1:20	Evening Programs Promotion	5'	10:25	African Music	30'
	10:10	News	15'						
	10:20	Yibekal(Hiv/Aids) focused	30'				10:55	Wrap up news	5'

Ethiopian Mass Media Profile

Day	Time Morning	Name of program (Morning)	Duration	Time Noon	Name of program (Noon)	Duration	Time Evening	Name of program (Evening)	Duration
Thursday	7:00	News in brief	5'	11:00	News in Brief	5'	8:00	News File	20'
	7:15	Family	30'	11:15	Music Forum	15'	8:30	Current Affairs	20'
	8:00	News	10'	11:45	Radio program memory	15'	9:00	African News	15'
	8:15	Social Survey	15'	12:00	News	15'	9:20	Economy	30'
	9:00	Wrap up news	5'	12:20	Press Editorials	15'	10:00	News File	20'
	9:10	Music Forum	20'	12:35	Traffic Security	15'	10:25	Music Personalities	30'
	10:00	News	10'	1:00	News	15'	10:55	Wrap up news	5'
	10:15	Talk Sport	20'	1:20	Evening Programs Promotion	5'			
Friday	7:00	News in brief	5'	11:00	News in Brief	5'	8:00	News File	20'
	7:15	Health	30'	11:15	Music Forum	15'	8:30	Current Affairs	20'
	8:00	News	10'	11:35	News of the week	15'	9:00	African News	15'
	8:15	Message on Economy	30'	12:00	News	15'	9:20	Beyond Horizon	30'
	2:55	Wrap up news	5'	12:20	Lottery	10'	10:00	News File	20'
	9:10	Yibekal(Hiv/Aids) focused	30'	12:35	Sport	15'	10:25	Cultural Music	30'
	10:00	News	10'	1:00	News	15'	10:55	Wrap up news	5'
	10:10	Home Science	15'						
	10:20	Telephone Discussion with listeners	45'	1:20	Evening Programs Promotion	5'			
Saturday	7:00	News in brief	5'	1:00	News	15'	8:00	News File	20'
	7:15	Children Prog.	40'	1:20	Youth Program	35'	8:30	World this week	20'
	8:00	News	10'	2:00	News in Brief	5'	9:00	African News	15'
	8:10	Women's Forum	35'	2:05	Youth Program	55'	9:20	Art	20'
	8:40	Berchi(women focused)	10'	3:00	News	15'	4:00	News File	20'
	8:55	Wrap up News	5'	3:15	Saturday Entertainment	45'	3:45	Best Foreign Music show	30'
				4:00	News in Brief	5'	10:55	Wrap up News	5'
				4:05	Saturday Entertainment	40'			
				4:55	wrap up news	5'			
				5:00	Jazz Music	60'			
Sunday	8:00	News in brief	5'	1:00	News	15'	8:00	News	20'
	8:15	Sunday Morning Entertainment	45'	1:15	Sunday Afternoon Program	45'	8:20	YaKenKingit (Looking Over one's daily life)	30'

Population Media Center Ethiopia

Name of the Station— **ETHIOPIA RADIO** (National Service)

Frequency—MW, SW

Broadcast Language—Afan Oromo

Day	Time Morning	Program Name	Duration	Time Evening	Program Name	Duration
Monday	6:00 (am)	News	5'	6:00 (pm)	News	10'
	6:05	Listener's Choice for songs	25'	6:10	Sport	15'
	6:30	News	10'	6:30	Culture	25'
	6:40	For The Women	15'	6:55	Wrap up news	5'
Tuesday	6:00 (am)	News	5'	6:00 (pm)	News	10'
	6:05	Agriculture	20'	6:15	Current Affairs	20'
	6:30	News	10'	6:35	Nation & Nationalities Music	20'
	6:45	Population	15'	6:55	Wrap up news	5'
Wednesday	6:00 (am)	News	5'	6:00 (pm)	News	10'
	6:10	Law and Society	20'	6:10	Health	20'
	6:30	News	10'	6:30	Current Affairs	20'
	6:40	Oromia Information Bureau Program	20'	6:55	Wrap up news	5'
Thursday	6:00 (am)	News	5'	6:00 (pm)	News	10'
	6:10	Science and Technology	20'	6:15	Public Opinion	20'
	6:30	News	10'	6:35	Economy	20'
	6:40	Agriculture	15'	6:55	Wrap up news	5'
Friday	6:00 (am)	News	5'	6:00 (pm)	News	10'
	6:10	Society	20'	6:15	From Local Press	10'
	6:30	News	10'	6:25	News of the Week	10'
	6:45	Focus(Agenda)	15'	6:35	Oromia Information Bureau Program	20'
				6:55	Wrap up news	5'
				6:00 (pm)	News	10'
Saturday	9:00 am	News	5'	6:10	For The Youth	45'
	9:10	Oromia Information Bureau Program	20'	6:55	Wrap up news	5'
	9:30	Children's Program	30'			
	10:00	Gaddisa (Entertainment Show)	55'			
	10:55	Wrap up news	5'			
Sunday	6:00 (am)	News	5'	6:00 (pm)	News	10'
	6:15	Sunday Morning Entertainment	45'	6:10	Listener's choice for songs	45'
	7:00	News	10'	6:55	Wrap up news	5'
	7:10	Sunday Morning Entertainment	45'			
	7:55	Wrap up news	5'			

*Note that the followings are parts of the programs and may share the time allotment

- Commercial advertisement and Public Service announcement
- Continuity Announcers
- Transition music

Ethiopian Mass Media Profile

Name of the Station— **ETHIOPIA RADIO** (National Station)

Frequency—MW, SW

Broadcast Language— **Tigringa**

Day	Time Morning	Program Name	Duration	Time Evening	Program Name	Duration
Monday				7:00pm	News	10'
				7:10	The Week's News	15'
				7:25	Science and Technology	10'
				7:35	Sport	15'
				7:55	Wrap up news	5'
Tuesday				7:00pm	News	10'
				7:10	Parliament	20'
				7:30	Social Life	20'
				7:55	Wrap up news	5'
Wednesday				7:00pm	News	10'
				7:10	Development	25'
				7:35	Listener's choice	20'
				7:55	Wrap up news	5'
Thursday				7:00pm	News	10'
				7:10	Health	15'
				7:25	For The Women	20'
				7:55	Wrap up news	5'
Friday				7:00pm	News	10'
				7:10	Focus(Agenda)	10'
				7:20	Listener's choice	30'
				7:55	Wrap up news	5'
Saturday	11:00am	News	5'	7:00pm	News	10'
	11:05	Tsehay Biraq(sun rise)	55''	7:10	Public Opinion	15'
		-Guest of the week		7:25	For The Youth	30'
		-General Knowledge		7:55	Wrap up news	5'
Saturday	12:00	News	5'			
	12:05	Tsehay Biraq(sun rise)	55'			
Sunday		-Letters				
		-Sport International				
		-Drama				
				7:00pm	News	10'
				7:10	Law and Verdict	15'
				7:25	Our Culture	30'
				7:55	Wrap up news	5'

Note that the followings are parts of the programs and may share the time allotment

- Commercial advertisement and Public Service announcement
- Continuity Announcers
- Transition music

Name of the Station—**ETHIOPIA RADIO** (National Service)

Frequency—MW, SW

Broadcast Language—English Service, both national and external

Day	Time (Afternoon)	Program Name National Service	Dur.	Time Evening	Program Name External Service	Dur.
Monday	1:30pm	News	8-10'	7:00pm	News Flash	30"
	1:40	Africa in Focus	20-22'	7:01	Kaleidoscope(educational & entertaining programs)	29-30'
				7:30	News Bulletin	8-10'
				7:40	Ethiopia Today	20-22'
Tuesday	1:30pm	News	8-10'	7:00pm	News Flash	30"
	1:40	Ethiopia Today	20-22'	7:01	Press Review	29-30'
				7:30	News Bulletin	8-10'
				7:40	Africa in Focus	20-22'
Wednesday	1:30pm	News	8-10'	7:00pm	News Flash	30"
	1:40	Contact(letters from listeners)	20-22'	7:01	Guest of the Week (meet personalities)	29-30'
				7:30	News Bulletin	8-10'
				7:40	Women's Forum	20-22'
Thursday	1:30pm	News	8-10'	7:00pm	News Flash	30"
	1:40	Women's Forum	20-22'	7:01	Ethiopian Music	29-30'
				7:30	News Bulletin	8-10'
				7:40	Spot-Light(current affairs)	20-22'
Friday	1:30pm	News	8-10'	7:00pm	News Flash	30"
	1:40	Guest of the Week (meet personalities)	20-22'	7:01	Press Review	29-30'
				7:30	News Bulletin	8-10'
				7:40	Introducing Ethiopia	20-22'
Saturday				7:00pm	News Flash	30"
				7:01	Contact(letters from listeners)	29-30'
				7:30	News Bulletin	8-10'
				7:40	Ethiopia This Week	20-22'
Sunday				7:00pm	News Flash	30"
				7:01	Listener's Choice	29-30'
				7:30	News Bulletin	8-10'
				7:40	Listener's Choice (songs)	20-22'

Transition music and continuity announcer are parts in the programming.

Ethiopian Mass Media Profile

Name of the Station—**ETHIOPIA RADIO** (National Service)

Frequency—MW, SW

Broadcast Language—French Language Service

Day	Time Evening	Program Name	Dur.
Monday	8:00pm	World Scene (UN Program)	30'
	8:30	News	8-10'
	8:40	European Music	20'
Tuesday	8:00pm	Survey of Ethiopia	30'
	8:30	News	8-10'
	8:40	European Music	20'
Wednesday	8:00pm	Women's Program	30'
	8:30	News	8-10'
	8:40	Ethiopian Music	20'
Thursday	8:00PM	Ethiopian Culture	30'
	8:30	News	8-10'
	8:40	Variety of Foreign Music	20'
Friday	8:00pm	European Music	30'
	8:30	News	8-10'
	8:40	European Music	20'
Saturday	8:00pm	News of the Week	30'
	8:30	News	8-10'
	8:40	Music	20'
Sunday	8:00pm	Entertainment Program	30'
	8:30	News	8-10'
	8:40	Jazz Music	20'

Name of the Station—**ETHIOPIA RADIO (NATIONAL SERVICE)**

Frequency—MW, SW

Broadcast Language—Arab Language Service

Day	Time	Program Name	Dur.
Monday	5:00pm	News	8'-10'
	5:10	Current Affairs	12'-15'
	5:25	Music	5'
	5:30	Survey of Ethiopia (focused on culture, history, language...)	30'
Tuesday	5:00pm	News	8'-10'
	5:10	Press Review	12'-15'
	5:25	Music	5'
	5:30	Listener's Opinion (Rerun)	30'
Wednesday	5:00pm	News	8'-10'
	5:10	Current Affairs	12'-15'
	5:25	Music	5'
	5:30	Africa in Focus	30'
Thursday	5:00pm	News	8'-10'
	5:10	Ethiopia Today (socio-economic & political issues)	12'-15'
	5:25	Music	5'
	5:30	Radio Magazine	30'
Friday	5:00pm	News	8'-10'
	5:10	Press Review	12'-15'
	5:25	Music	5'
	5:30	Listener's Opinion	30'
Saturday	5:00pm	News	8'-10'
	5:10	News of the Week (Ethiopia)	12'-15'
	5:25	Music	5'
	5:30	Nationalities Music	30'
Sunday	5:00pm	News	8'-10'
	5:10	Listener's Choice for Songs	50'

Ethiopian Mass Media Profile

Name of the Station— **ETHIOPIA RADIO** (National Service)

Frequency— **MW, SW**

Broadcast Language— **Sumalinga**

Day	Time	Program Name	Dur.
Monday	3:00pm	News	10'
	3:10	Radio Magazine on Current regional & National Issues	30'
	3:40	Sport	20'
Tuesday	3:00pm	News	10'
	3:10	Family	20'
	3:30	Health Program	20'
	3:50	Music	10'
Wednesday	3:00pm	News	10'
	3:10	Agriculture	20'
	3:30	Nationalities Music	30'
Thursday	3:00pm	News	10'
	3:10	Radio Magazine on Current regional & National Issues	30'
	3:40	Law and Society	20'
Friday	3:00pm	News	10'
	3:10	Culture	20'
	3:30	Listener's Choice for Songs	30'
Saturday	3:00pm	News	10'
	3:10	Major News of the Week	20'
	3:30	Education Program	20''
	3:50	Music	10'
Sunday	3:00pm	News	10'
	3:10	Youth's Program	20'
	3:30	Listener's Choice for Songs	30'

_ Ads, Continuity announcer and transition music are parts in the run down.

Name of the Station—**ETHIOPIA RADIO** (National Service)

Frequency—**MW, SW**

Broadcast Language—**Afar Language Service**

Day	Time Afternoon	Program Name	Dur.
Monday	4:00pm	News	10'
	4:10	Music	10'
	4:20	World in this week	15'
	4:35	Sport	10'
	4:45	Current Affairs	10
	4:55	Music	5'
Tuesday	4:00pm	News	10
	4:10	Music	10'
	4:20	Women's Program	15'
	4:35	Law and Society	15'
	4:50	Music	10'
Wednesday	4:00pm	News	10'
	4:10	Music	10
	4:20	Health Program	15'
	4:35	Pastoralist's Program	15'
	4:50	Current Affairs/Music	10'
Thursday	4:00pm	News	10'
	4:10	Music	10
	4:20	Infrastructure Development	40'
Friday	4:00pm	News	10'
	4:10	Music	10
	4:20	Education(Capacity Building)	40'
Saturday	4:00pm	News	10'
	4:10	Listener's Choice for Songs	50'
Sunday	4:00pm	News	10'
	4:10	Sunday Entertainment - Soap Opera - Songs - Interview - Miracle - Nationalities music	50'

Ethiopian Mass Media Profile

Name of the Station—**ETHIOPIA RADIO** (Harar branch Station)

Frequency—**MW/855KHZ** Language **Oromiffa**

Day	Time Morning	Program Name	Dur.	Time Day	Program Name	Dur.
Monday	3:00	News	10'			
	3:10	Quiz Show	20'			
	3:30	Public Opinion	30'			
Tuesday	3:00	News	10'			
	3:10	Listener's Choice for Songs	50'			
Wednesday	3:00	News	10'			
	3:10	Culture	20'			
	3:30	Social Life	30'			
Thursday	3:00	News	10'			
	3:10	Women's Program	20'			
	3:30	Economy	30'			
Friday	3:00	News	10'			
	3:10	Listener's Choice for Songs	50'			
Saturday				12:00am	News	10'
				12:10	For the Youth	50'
Sunday				12:00am	News	10'
				12:10	Entertainment	50'

Name of the Station—**ETHIOPIA RADIO** (Harar branch Station)

Frequency—**MW/855KHZ**

Broadcast Language—**Sumalinga**

Day	Time Day	Program Name	Dur.
Monday	5:00pm	News	10'
	5:10	Focus/Agenda	20'
	3:30	Pastoralist Program	30'
Tuesday	5:00	News	10'
	5:10	Social Life	20'
	5:30	Sport	30'
Wednesday	5:00	News	10'
	5:10	Public Opinion	20'
	5:30	Law and Society	30'

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Thursday	5:00	News	10'
	5:10	Women's Program	20'
	5:30	Nationalities Music	30'
Friday	5:00	News	10'
	5:10	Listener's Choice for Songs	50'
Saturday	5:00	News	10'
	5:10	For the Youth	50'
Sunday	5:00	News	10'
	5:10	Entertainment	50'

Name of the Station—ETHIOPIA RADIO (Harar branch Station)

Frequency—MW/855KHZ

Broadcast Language—Harari

Day	Time Morning	Program Name	Dur.	Time Day	Program Name	Dur.
Monday				4:30pm	News	5'
				4:35	Social Life	25'
Tuesday				4:30	News	5'
				4:35	Culture	25'
Wednesday				4:30	News	5'
				4:35	Economy	25'
Thursday				4:30	News	5'
				4:35	Public Opinion	25'
Friday				4:30	News	5'
				4:35	Listener's Choice for Songs	25'
Saturday	6:30am	News	5'			
	6:35	For the Youth	25'			
Sunday	6:00am	News	5'			
	6:05	Entertainment	25'			

Ethiopian Mass Media Profile

Name of the Station—**ETHIOPIA RADIO** (Mattu branch Station)

Frequency—MW, SW

Broadcast Language—Afan Oromo

Day	Time Evening	Program Name	Duration
Monday	7:00pm	News	10'
	7:10	Children's Program	30'
	7:40	Women's Program	20'
Tuesday	7:00pm	News	10'
	7:10	Youth's Program	50'
Wednesday	7:00pm	News	10'
	7:10	Agriculture Program	30'
	7:40	Culture	20'
Thursday	7:00pm	News	10'
	7:10	Health Program	30'
	7:40	Development Program	20'
Friday	7:00pm	News	10'
	7:10	Public Opinion	30'
	7:40	Police Program	15'
	7:55	Music	5'
Saturday	7:00pm	News	10'
	7:10	Listener's Choice for Songs	50'
Sunday	7:00pm	News	10'
	7:10	Entertainment Program	50'

Source: Habtamu Gannatu, Branch Manager

Name of the Station—**ETHIOPIA RADIO** (Mattu branch Station)

Frequency—MW, SW

Broadcast Language—Agnuwak

Day	Time Evening	Program Name	Duration
Monday	2:00pm	News	5'
	2:05	Law and Society	20'
		Public Opinion	
Tuesday	2:00pm	News	5'
	2:05	Women's Program	20'
		Culture	
Wednesday	2:00pm	News	5'
	2:05	Agriculture Program	20'
		For Economy	
Thursday	2:00pm	News	5'
	2:05	For the Youth	20'
		Sport Program	
Friday	2:00pm	News	5'
	2:05	Health Program	20'
Saturday	Morning 11:00am	News	5'
	11:05	Listener's Choice for Songs	30'
Sunday	11:00am	News	5'
	11:05	News of the Week	
		Entertainment Program	20'

Source Habtamu Gannatu, Branch Manager

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Name of the Station—**ETHIOPIA RADIO** (Mattu branch Station)
 Frequency—MW, SW
 Broadcast Language—**Nuer**

Day	Time Evening	Program Name	Duration
Monday	2:30pm	News	5'
	2:35	Law and Society	20'
Tuesday	2:30pm	News	5'
	2:35	Public Opinion	20'
Wednesday	2:30pm	News	5'
	2:35	Agriculture Program	20'
		For Economy	
Thursday	2:30pm	News	5'
	2:35	Health Program	20'
Friday	2:30pm	News	5'
	2:35	Culture, Women & Youth's Program	20'
Saturday	Morning	News	5'
	11:30am		
	11:35	Listener's Choice for Songs	20'
Sunday	11:30am	News	5'
	11:35	Entertainment Program	20'

Source: Habtamu Gannatu, Branch Manager

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Ethiopian Mass Media Profile

ANNEX 2

FM97.1 CURRENT PROGRAMMING

Name of the Station—**Ethiopian Radio**

Frequency—**FM Addis 97.1**

Broadcast Language—**Amharic**

Date		Program	Dur.		Program	Dur.		Program	Dur.
	Morning			Afternoon			Evening		
Monday	6:00 am	Station ID	5'	12:00 am	Variety Music	30'	6:10pm	Youth (Re)	20'
	6:05	Physical Fitness	20'	12:35	News	5'	6:30	News	5'
	6:30	News	5'	12:40	Dewel(HIV/AIDS focus	20'	6:35	Addis Sport	20'
	6:40	Addis Health	20'	1:10 pm	Addis Sport	20'	7:00	Yibekal (HIV/AIDS Focused)	30'
	7:10	Recent Suburb	20'	1:30	News	5'	7:30	News	5'
	7:30	News	5'	2:00	IRE Digital	60'	7:40	New Suburb	20'
	7:40	Psychology	20'	3:05	Menta Menged (PMC, Drama)	20'	8:00	Variety Music	90'
	8:00	Discussion & Music	120'	3:30	Addis Ababa Adm. Program	60'	9:30	Africa Jazz	150'
	10:00	Africa Jazz	60'	4:30	Addis Zema (Music)	120'			
11:00	Variety Music	60'							
Tuesday	6:00 am	Station ID	5'	12:00 am	Africa Jazz	40'	6:00pm	Sport File	20'
	6:05	Physical Fitness	20'	12:40	Addis Chamber	5'	6:40	Literary Produce	20'
	6:30	News	5'	1:10 pm	Small scale orgs. dev't	20'	7:00	Environment and development	30'
	6:40	Soft Music	30'	1:30	News	5'	7:30	News	5'
	7:10	Interior of Addis	20'	2:00	IRE Digital	60'	7:35	Interior of Addis(Re)	20'
	7:30	News	5'	3:00	Addis Ababa Adm. Program	60'	8:00	Discussion	120'
	7:40	Variety Music	60'	4:00	Addis Zema (Music)	120'	10:00	Africa Jazz	120'
	8:30	News	5'						
	8:40	Literary Produce	20'						
	9:00	Music Choice on Telephone	90'						
	10:30	Maleda Drama	30						
	11:00	Music Choice on Telephone	60'						

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Wednesday	6:00 am	Station ID	5'	12:00 am	Miscellaneous and Sport	30'	6:05pm	Astronomy (Re run)	20'
	6:05	Physical Fitness	20'	12:30	News	5'	6:30	News	5'
	6:30	News	5'	12:35	Literary Produce	20'	6:40	Children's Program(Re	20'
	1:00	Addis Health	20'	1:30	News	5'	7:00	Yibekal (HIV/AIDS Focused)	30'
	7:30	News	5'	2:00	IRE Digital	60'	7:30	News	5'
	7:40	General Knowledge	20'	3:00	Addis Ababa Adm. Program	60'	7:40	Dewel/HIV	20'
	8:00	Addis saving and Credit	20'	4:00	Addis Zema (Music)	120'	8:00	DJ Kin (cultural Night)	60'
	8:40	General Knowledge	160'				9:00	Variety Music	60'
	11:00	Africa Jazz	60'				10:00	Africa Jazz	120'
Thursday	6:00 am	Station ID	5'	12:00 am	Variety Music	30'	6:15pm	Ministry of Revenue Prog.	15'
	6:05	Physical Fitness	20'	12:30	News	5'	6:30	News	5'
	6:30	News	5'	12:40	Addis Chamber	20'	6:40	Psychology (Re run)	20'
	7:00	Hewan's voice (women focused)	30'	1:10 pm	Variety Music	20'	7:00	Hewan's voice (women focused)	30'
	7:30	News	5'	1:30	News	5'	7:30	News	5'
	7:40	Addis Acha (focused on global towns)	20'	2:00	IRE Digital	60'	7:40	Arts Forum (Re run)	20'
	8:00	Discussion Period	180'	3:05	Menta Menged (PMC, Drama)	20'	8:00	DJ Kin	60'
	10:00	Africa Jazz	60'	3:30	Addis Ababa Adm. Program	60'	9:00	Variety Music	30'
	11:00	Variety Music	60'	4:30	Addis Zema (Music)	120'	9:30	Africa Jazz	120'
	6:00 am	Station ID	5'	12:00 am	Variety Music	30'	6:00pm	Variety Music	30'
	6:05	Physical Fitness	20'	12:30	News	5'	6:30	News	5'
Friday	6:30	News	5'	12:40	Dewel(HIV/AIDS focus)	20'	6:40	Science & Technology(Re	20'
	6:35	Soft Music	60'	1:00 pm	Variety Music	20'	7:00	Yibekal (HIV/AIDS Focused)	30'
	7:30	News	5'	1:30	News	5'	7:30	News	5'
	7:40	Science & Technology	20'	7:35	Variety Music	25'	7:40	The Week in History	20'
	8:00	Revenue for Development	30'	2:00	IRE Digital	60'	8:00	DJ Kin	60'
	8:30	News	5'	3:00	Addis Ababa Adm. Program	60'	9:00	Mirror	60'
	8:40	The Week in History	60'	4:00	Addis Zema (Music)	120'	10:00	Africa Jazz	60'
	9:00	Music & Miscellaneous	60'						
	10:00	Africa Jazz	60'						
	11:00	Miscellaneous Single Songs	60'						

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	10:00	Africa Jazz	60'						
	11:00	Miscellaneous Single Songs	60'						
Saturday	6:00 am	Station ID	5'	12:00 am	Sport File	30'	8:30	News	5'
	6:05	Physical Fitness	20'	12:30	News	5'	8:35	Variety Music	25'
	6:30	News	5'	12:35	Variety Music	55'	9:00	Addis Zema (Music)	180'
	6:35	Miscellaneous Music	55'	1:30	Chaweta (Game PMC's Pro)				
	7:30	News	5'						
	7:40	Addis Ababa & its environs	30'						
	8:00	Psychology	20'						
	8:30	News	5'						
	8:35	Miscellaneous Music	20'						
	9:00	Children's Prog	20'						
	9:30	News	5'						
	9:35	Variety Music	25'						
	10:00	Youth Program	20'						
	10:30	News	5'						
	10:35	Variety Music	35'						
	11:10	Generation	20'						
	11:30	News	5'						
11:35	Variety Music	25'							
Sunday	6:00 am	Station ID	5'	12:00 am	Addis Ababa Adm. Program	60'	6:00pm	Discussion on HIV/AIDS	180'
	6:05	Physical Fitness	20'	1:00 pm	Literary Produce	60'	2:00	DJ Kin	240'
	6:30	News	5'	2:00	Nationalities Music	60'			
	6:35	Variety Music	120'	3:00	Africa Jazz	180'			
	7:30	News	5'						
	7:35	Variety Music	30'						
	8:05	Astronomy	20'						
	8:30	News	5'						
	8:35	Variety Music & Discussion	120'						
	10:30	News	5'						
	10:35	Variety Music	55'						
	11:30	News	5'						
	11:40	Art Forum	20'						

ANNEX 3

RADIO FANA'S CURRENT PROGRAMMING

Frequency MW1080KHZ Language Amharic

Day	Time Morning (6.30-7.30)	Program Name	Dur.	Time Noon 12-12:30am	Program Name	Dur.
Monday	6:30am	News		12:00	News	
		Best Story Narration(Re)			Survey	
					News in detail	
					Soft Music	
Tuesday		News			News	
		Women's Life			How much do you Know?	
					News in detail	
					Soft Music	
Wednesday		News			News	
		Health			Letters	
					News in detail	
					Soft Music	

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Thursday		News			News			News	
		Public Opinion(Re)			Africa's File			Law and Justice	
					News in detail			News Magazine	
					Soft Music				
Friday		News			News			News	
		Agriculture			Print Medium			Gust of the Night	
					News in detail			Entertainment	
					Soft Music			News File	
								Fire Age	
<div>DAYMorningProgram NameDur.EveningProgram NameDur.</div>									
Saturday	8:00-11:30AM	Let's Stay Together	Dur.	6:00-10:00PM	Saturday Night Entertainment				
		News			News				
		Entertainment			Arts				
		News			Critical Reports				
		Phone-ins							
					News				
		Guest DJ			Debate				
		Drama			Profile				
					Best story narration				
Sunday		Sunday Morning Entertainment			Sunday Night Entertainment				
		News			News				
		Lib Lalib(fictional story Presentation)			Tele Live Discussion				
		News			News				
		Survey			Consult Your Doctor				
		Tele Conference			World on Fana				
						Music and others (Entertaining Programs)			

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Name of the Station— **RADIO FANA (MW Broadcasting Service)**

Frequency—**MW**

Broadcast Language—**Amharic**

Day	Time Morning	Program Name	Dur.	Time Afternoon	Program Name	Dur.
Monday	8:00	News	60'	1:00	News	60'
	9:00	Business Report	30'	2:00	Contemporary Local Music	60'
	9:30	Music (Tiz Alengi)	60'	3:00	Business Report (Re run)	30'
	10:30	Sport (Live discussion)	90'	3:30	Sport Report	30'
Tuesday	8:00	News	60'	1:00	News	60'
	9:00	Science and Technology	30'	2:00	Contemporary Local Music	60'
	9:30	Music (Tiz Alengi)	60'	3:00	World on Fana	30'
	10:30	Love and marriage (Live Discussion)	90'	3:30	Drama	30'
Wednesday	8:00	News	60'	1:00	News	60'
	9:00	Public Affairs (Ye Arada Nakash)	30'	2:00	Contemporary Foreign Music	60'
	9:30	Classical Music	60'	3:00	Public Affairs (Ye Arada Nakash- Re run)	30'
	10:30	Doctor on Fana (Live Discussion)	90'	3:30	Environment Conservation	30'
Thursday	8:00	News	60'	1:00	News	60'
	9:00	Investment Forum	30'	2:00	One for the Road (Foreign Music)	60'
	9:30	One for the Road (Foreign Music)	60'	3:00	Investment Forum (Re run)	30'
	10:30	Fana's Attorney (Live Discussion)	90'	3:30	Drama	30'
Friday	8:00	News	60'	1:00	News	60'
	9:00	My School (School events)	30'	2:00	Contemporary Music	60'
	9:30	Classical Music(Foreign)	60'	3:00	My School (Re run) (School events)	30'
	10:30	Sport(Live Discussion)	90'	3:30	not given from the source	-----
Saturday	11:30	Medical Talk Show(Re run)	90'	1:00		
Sunday	11:00	Children's Program	60'	1:00		
	12:00	Cultural and nationalities Music	60'			

Ethiopian Mass Media Profile

Name of the Station—**RADIO FANA** (National Broadcasting Service)

Frequency—**MW, SW**

Broadcast Language—**Afan Oromo**

Date	Time Morning	Program Name	Dur	Time Evening	Program Name	Dur
Monday	6:00am	Music, Continuity announcer	15'	8:00pm-11pm	News File	20'
	6:15	News in detail	12'		Sport	20'
	6:27	Health Program	30'		Medicine usage	15'
	6:57	Wrap up News	3'		News	10'
					Complaint from the public	35'
					Best Music show	40'
Tuesday	6:00am	Music, Continuity announcer	15'	8:00pm-11pm	News File	20'
	6:15	News in detail	12'		Surveying Oromia	35''
	6:27	Women's Program	30'		News	10'
	6:57	Wrap up News	3'		Agriculture	40'
					Listeners' choice of music	60'
Wednesday	6:00am	Music, Continuity announcer	15'	8:00pm-11pm	News File	20'
	6:15	News in detail	12'		Development Forum	35'
	6:27	Current Agenda	30'		News	10'
	6:57	Wrap up News	3'		Phone in live discussion on HIV/AIDS	60'
					Oromo cultural music	40''
Thursday	6:00am	Music, Continuity announcer	15'	8:00pm-11pm	News File	20'
	6:15	News in detail	12'		Social Life	35'
	6:27	Complaint from the public	35'		News	10'
	6:57	Wrap up News	3'		Law and Justice	35'
					Afan Oromo on Radio	35'
					Listeners' choice of music	40'

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Friday	6:00am	Music, Continuity announcer	15'	8:00pm-11pm	News File
	6:15	News in detail	12'		Interactive live talk show on social issues
	6:27	Market & Weather Report	30'		News
	6:57	Wrap up News	3'		Interactive live talk show on social issues
					Aba Jambo(Radio Play)
					Music show
Saturday	6:00am-8:00am	News Bulletin, take off	15'	3:00pm-6:00pm	News Bulletin
		News Magazine	25'		Youth Program
		News in detail	10'		Afan Oromo on Radio
		News Magazine	25'		News Bulletin
		Radio Drama	20'		Children's Program
		Wrap up News	3'		Sport
					Wrap up news
Saturday	6:00am-8:00am	News Bulletin, take off	15'	3:00pm-6:00pm	News Bulletin
		Animals World	13'		Youth focused reproductive health Program
		Guest DJ(invited celebrity)	20'		Mini media
		Narration of Letters from listeners	20'		Literary World
		Analysis of current world affairs	25'		News Bulletin
		Radio Drama	20'		Profile of different Countries
		Wrap up News	3'		Sunday's music choice
					Wrap up news

Ethiopian Mass Media Profile

Name of the Station— **RADIO FANA** (National Broadcasting Service)

Frequency—MW, SW

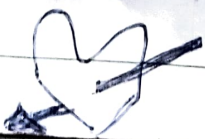
Broadcast Language—Afar

Day	Time (Day)	Program Name	Duration
Monday	5:00pm	News	10'
	5:11	Weekly News	26'
	5:37	Development Program	20'
	5:57	Wrap up News	3'
Tuesday	5:00pm	News	10'
	5:11	Women's Program	20'
	5:31	Health Program	20'
	5:57	Wrap up News	3'
Wednesday	5:00pm	News	10'
	5:11	Health Program	25'
	5:35	Education Program	22'
	5:57	Wrap up News	3'
Thursday	5:00pm	News	10'
	5:10	Health(HIV/AIDS focused Program)	25'
	5:35	Culture Program	22'
	5:57	Wrap up News	3'
Friday	5:00pm	News	10'
	5:10	Listener's Choice for Songs	47'
	5:57	Wrap up News	3'
Saturday	2:00pm	Entertainment	30'
Sunday	2:00pm	Entertainment	30'

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Name of the Station— **RADIO FANA** (National Broadcasting Service)

Frequency—MW, SW

Broadcast Language— Sumalinga

Day	Time (Day)	Program Name	Duration
Monday	4:00pm	News	10'
	4:15	Peace and Good Governance	18'
	4:33	Health/Medicine/ Program	7'
	4:43	Sport	14'
	5:57	Wrap up News	3'
Tuesday	4:00pm	News	10'
	4:15	Region's Agenda	20'
	4:38	Youth's Program	19'
	4:57	Wrap up News	3'
Wednesday	4:00pm	News	10'
	4:15	Health Program	28'
	4:43	Listener's Choice for Music	17'
Thursday	4:00pm	News	10'
	4:15	Women's Program	15'
	4:33	Radio Magazine	27'
Friday	4:00pm	News	10'
	4:15	Health Program	15'
	4:30	Letters from Listeners	30'
Saturday	2:30pm	News	5'
	2:00pm	Entertainment	15'
Sunday	2:30pm	News	5'
	2:00pm	Entertainment	30'

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DIMTSI WOYANE TIGRAY
CURRENT PROGRAMMING

Name of the Station—**REVOLUTIONARY VOICE**
(Dimtsi Woyane Tigray)

Frequency— **SW 49 and 60 Meter Band**

Broadcast Language—**Tigringa**

Day	Time Morn.	Program Name	Dur.	Time Morn.
Monday	7:00	News	15'	12:30
	7:15	Advertisement	5'	12:45
	7:20	Let's listen, learn and live(HIV/AIDS)	15'	1:00
	7:35	Music	10'	
	7:45	Explore Your Home Country	15'	
Tuesday	7:00	News	15'	12:30am
	7:15	Ads	5'	12:45
	7:20	Public Opinion	30'	12:50
	7:50	Music	10'	1:05pm
Wednesday	7:00am	News	15'	12:30am
	7:15	Ads	5'	12:45
	7:20	Our Towns	20'	12:50
	7:40	Music	20'	1:05pm

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Thursday	7:00am	News	15'	12:30am	News	15'	6:00pm-10pm	News	15'
	7:15	Ads	5'	12:45	Ads	5'		Ads	5'
	7:20	Law & Justice	20'	12:50	Sport	15'		File from the struggle(history of the loved patriots in the battle field)	20'
	7:40	Music & ads	20'	1:05pm	Music & ads	25'		Social Life	15'
								Our Mekele (Town SPE Activities)	15'
								Explore Your Home Country	20'
								Music Show	50'
Friday	7:00am	News	15'	12:30am	News	15'	6:00pm-10:00pm	News	15'
	7:15	Ads	5'	12:45	Ads	5'		Ads	5'
								Public Opinion	30'
								HIV/AIDS Program	15'
	7:20	Rural Activities	20'	12:50	Women's Pro	20'		Rural Activities(Re) Women's Pro (Re)	20'
Saturday		Music		1:10pm	Music	20'		Love letters from listeners	50'
	7:00am-12:00am	News	15'	2:00pm-7:30pm	News	15'			
		HIV/AIDS	15'		Youth Pro.	40'			
		Tax	15'		Children's Program	20'			
		Tele Conference	90'		File from the struggle(history of the loved patriots in the battle field)	20'			
		AIDS and Mothers	15'		Medicine usage pro.	15'			
		Experience share	20'		Tigray dev't association activities	15'			
		Press output review	20'		Women's program	15'			
		Listener's choice for songs	30'		Critical note of journalists	20'			

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Sunday					Major news of the week	20'
	7:00am-12:00am	News	15'	2:00pm-7:30pm	News	15'
		Entertainment Program	120'		Entertainment Program	60'
		Environmental conservation	15'		Public Opinion	30'
		Population and reproductive health	15'		Listener's choice of music	30'
		Tigray Relief Association Activities	20'		Care from Explosives	15'
		Our Mekele(Town SPE activities)	30'		Culture and Language	20'
		Tigray Information Bureau Program	60'			

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Population Media Center Ethiopia

Name of the Station—**REVOLUTIONARY VOICE**
(Dimtsi Weyane Tigray)

Frequency— SW 49 and 60 Meter Band

Broadcast Language—**Afar**

Date	Time Afternoon	Program Name	Dur	Time Evening	Program Name	Dur
Monday	3:00pm-4:00pm	Regional, national & international news	10'			
		HIV/AIDS Program	15'			
		Weekly News	15'			
Tuesday	3:00pm-4:00pm	Regional, national & international news	10'			
		Development Program	30'			
Wednesday	3:00pm-4:00pm	Regional, national & international news	10'			
		Development Program	30'			
Thursday	3:00pm-4:00pm	Regional, national & international news	10'			
		Health Program	15'			
		Public Opinion focused on Afar Region	15'			
Friday	3:00pm-4:00pm	Regional, national & international news	10'			
		Choice for Songs focused on Afar Music	45'			
Saturday				7:30pm-8:30pm	Regional, national & international news	10'
					Culture	15'
					Afar music	30'
Sunday				7:30pm-8:30pm	Regional, national & international news	10'
					Youth's Program	15'
					Nation and nationalities music	25'

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AMHARA REGIONAL GOVERNMENT MASS MEDIA AGENCY'S CURRENT PROGRAMMING

Name of the Station— **RADIO AMHARA**

Frequency— **MW 594KHZ**

Broadcast Language— **Amharic**


Date	Time Morning	Program Name/focus	Dur	Time Evening	Program Name/focus	Dur
Monday	6:00am	News	5'	5:00pm	News	5'
	6:05	Music	25'	5:05	Music	25'
	6:30	General Knowledge /on methods of living	30'	5:30	General Knowledge /on Youth focused issues	15'
	7:00	News	15'	5:45'	Music	15'
	7:15	General Knowledge /on global issues	15'	6:00	News	15'
	7:30	Music	10'	6:15	Music	5'
	7:40	Current Affairs	20'	6:20	CVM	40'
	8:00	News Analysis	20'	7:00	News	15'
	8:20	Music	35'	7:15	Music	5'
	8:55	Wrap up News	5'	7:20	Sport	15'
				7:35	Music	5'
				7:40	In Our Language (Awi)	15'
				7:55	Wrap up news	5'
Tuesday	6:00am	News	5'	5:00pm	News	5'
	6:05	Music	30'	5:05	Music	25'
	6:30	Good Governance	25'	5:30	Information on Market Price	10'
	6:45	Music	15'			
	7:00	News	15'	5:40	Music	5'
	7:15	Music	10'	5:45	From Newspapers Page	15'
	7:25	General Knowledge /on culture & art	30'	6:00	News	15'
	7:55	Music	5'	6:15	Music	5'
	8:00	News Analysis	20'	6:20		15'
				6:35	Music	5'
				6:40	Development program	20'
	8:20	Music	5'	7:00	News	15'
	8:25	Effort/development	15'	7:15	Music	5'
	8:40	Music	15'	7:20	Family/population focused	10'
	8:55	Wrap up News	5'	7:35	Music	25'
Wednesday				7:55	Wrap up news	5'
	6:00am	News	5'	5:00pm	News	5'
	6:05	Music	25'	5:05	Music	25'
	6:30	Social/education focused	20'	5:30	Current Affairs	15'
	6:50	Music	10'			
	7:00	News	15'	5:45'	Music	15'
	7:15	Music	5'	6:00	News	15'

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	7:20	Social/health focused	30'	6:15	Music	5'
	7:50	Music	5'	6:20	Development/Trade & Industry	30'
	8:00	News	15'	6:50	Music	10'
	8:15	Music	5'	7:00	News	15'
	8:20	General Knowledge /on culture, art, science & technology	30'	7:15	Music	5'
				7:20	Anti-corruption	20'
	8:50	Music	5'	7:40		5'
	8:55	Wrap up News	5'	7:55	Wrap up news	5'
Thursday	6:00am	News	5'	5:00pm	News	5'
	6:05	Music	25'	5:05	Music	25'
	6:30	Listeners' Forum	30'	5:30	Development	30'
	7:00	News	15'	6:00	News	15'
	7:15	Music	5'	6:15	Development/Environment	20'
	7:20	General Knowledge /on literature products	35'	6:35	Music	25'
	7:40	Music	5'	7:00	News	15'
	8:00	News Analysis	20'	7:15	Songs Choice	40'
	8:20	Music	10'	7:55	Wrap up news	5'
	8:30	Sport	20'			
	8:50	Music	5'			
	8:55	Wrap up News	5'			
Friday	6:00am	News	5'	5:00pm	News	5'
	6:05	Music	35'	5:05	Music	25'
	6:40	Current Affairs	20'	5:30	Older cultural Songs	30'
	7:00	News	15'	6:00	News	15'
	7:15	Music	5'	6:15	Music	10'
	7:20	Social/Youth focused	30'	6:25	Good Governance	30'
	7:50	Music	10'	6:55	Music	5'
	8:00	News	15'	7:00	News	15'
	8:15	Music	5'	7:15	Music	5'
	8:20	Social/Action aid	15'	7:20	Civics	15'
	8:35	Music	20'	7:35	Music	5'
	8:55	Wrap up News	5'	7:40	In Our Language (Hamtenga)	15'
				7:55	Wrap up news	5'
Saturday	6:00am	News	5'	5:00pm	News	15'
	6:05	Music	25'	5:15	Music	5'
	6:30	General Knowledge /on methods of living	30'	5:20	Saturday's Entertainment	40'
	7:00	News	15'	6:00	News	15'
	7:15	Music	5'	6:15	Saturday's Entertainment	45'
	7:20	General Knowledge /on global issues	15'	7:00	News Analysis	20'

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	7:35	Contemporary Music	25'	7:20	Music	5'
	8:00	News	15'	7:25	Saturday's Entertainment	30'
	8:15	Contemporary Music	15'	7:55	Wrap up news	5'
	8:30	Police Program	25'			
	8:55	Wrap up News	5'			
Sunday	6:00am	News	5'	5:00pm	News	5'
	6:05	Music	25'	5:05	Music	25'
	6:30	For Information	10'	5:30	General Knowledge /on Youth focused issues	15'
	6:40	Music	20'	5:45'	Music	15'
	7:00	News	15'	6:00	News	15'
	7:15	Social/Physically impaired & street people	45'	6:15	Music	5'
	8:00	News	15'	6:20	CVM	40'
	8:15	Social/women & children	25'	7:00	News	15'
	8:40	Music	15'	7:15	Music	5'
	8:55	Wrap up News	5'	7:20	Sport	15'
				7:35	Music	5'
				7:40	In Our Language (Awi)	15'
				7:55	Wrap up news	5'

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FM96.9 BAHIR DAR

Name of the Station - AMARA REGION MASS MEDIA AGENCY

(RADIO AMHARA)


Frequency— FM Bahir Dar 96.9

Broadcast Language —Amharic

Date	Time Morning	Program Name /focus	Dur	Time Afternoon	Program Name /focus	Dur
Monday	9:30am	Brief & Cocktail show	20'	2:40pm	Observation	40'
		News	5'		News	5'
	10:10	Contemporary Music	40'	3:45	FM Sport	25'
Tuesday	9:10am	HIV/AIDS	20'	2:40pm	Town Governance	40'
		News	5'		News	5'
	10:10	Old melodies	40'	3:45	Pen's drop	25'
Wednesday	9:20am	Let's Discuss	95'	2:40pm	Guest of the Week	40'
		News	5'		News	5'
				3:45	Foreign Music	25'
Thursday	9:10am	Quiz Show	20'	2:40pm	Around HIV	40'
		News	5'		News	5'
	10:10	Observation	40'	3:40	Brief Cocktail show	20'
Friday	9:30am	Old Melodies	40'	2:40pm	Let's Discuss	40'

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		News	5'		News	5'
	10:10	FM Sport	20'	3:45	Choice of Songs by Telephone	40'
Saturday	9:10am	Contemporary Music	40'			
	10:10	HIV/AIDS (OSSA)	10'			
		News	5'			
	11:10	Share Idea	20'			
	12:00	Foreign Music	10'			
Sunday	9:10am	Quiz Show	40'			
	10:10	Around HIV	40'			
		News	5'			
	11:10	Pen's drop	30'			
	12:00	Choice of Songs by Telephone	50'			

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ANNEX 6

DEBUB FM100.9 CURRENT PROGRAMMING

Name of the Station—**THE SOUTHERN REGION**
MASS MEDIA AGENCY

Frequency—**FM100.9**, Status—**Test Transmission**
 Broadcast Language—**Amharic**

Date	Morning	Program Name	Dur.	Afternoon	Program Name	Dur.
Monday	9:00am	Signature Tune	1'	1:00pm	News in Detail	10'
	9:01	News in detail	10'	1:10	Women's Life	20'
	9:11	A Period for Hosts	29'	1:30	A Period for Hosts	30
	9:30	A Period for Hosts	30'	2:00	News Headlines	5'
	10:00	News Headlines	5'	2:05	A Period for Hosts	15'
	10:05	Production of One INT (music entertainment)	55'	2:20	Latino Music	30
	11:00	News in Detail	10'	2:50	A Period for Hosts	5'
	11:10	A Period for Hosts	20'	2:55	Wrap up news	4'
	11:30	The Time's Call(HIV/AIDS focused)	30	2:59	Closing Tone	1'
	12:00	News Headlines	5'			
	12:05	Sport	25'			
	12:30	The Exemplary(presents role models)	30'			

Ethiopian Mass Media Profile

Tuesday	9:00am	Signature Tune	1'	1:00pm	News in Detail	10'
	9:01	News in detail	10'	1:10	Truism Program	20'
	9:11	Tele Choice of Songs	29'	1:30	A Period for Hosts	30'
	9:30	Tele Choice of Songs	30'	2:00	News Headlines	5'
	10:00	News Headlines	5'	2:05	A Period for Hosts	15'
	10:05	Production of One INT(music entertainment)	55'	2:20	Mic Entertainment	30'
	11:00	News in Detail	10'	2:50	A Period for Hosts	5'
	11:10	A Period for Hosts	20'	2:55	Wrap up news	4'
	11:30	The Time's Call(HIV/AIDS focused)	30'	2:59	Closing Tone	1'
	12:00	News Headlines	5'			
	12:05	A Period for Hosts	25'			
	12:30	Art Forum	30'			
Wednesday	9:00am	Signature Tune	1'	1:00pm	News in Detail	10'
	9:01	News in detail	10'	1:10	Quiz show	20'
	9:11	A Period for Hosts	29'	1:30	Quiz show	30'
	9:30	Share your problem for experts' response	30'	2:00	News Headlines	5'
	10:00	News Headlines	5'	2:05	Quiz show	15'
	10:05	Production of One INT(music entertainment)	55'	2:20	The Western's Music Show	30'
	11:00	News in Detail	10'	2:50	A Period for Hosts	5'
	11:10	A Period for Hosts	20'	2:55	Wrap up news	4'
	11:30	The Spectacle (focused on culture, society, art)	30	2:59	Closing Tone	1'
	12:00	News Headlines	5'			
	12:05	Sport	25'			
	12:30	Balance	30'			
Thursday	9:00am	Signature Tune	1'	1:00pm	News in Detail	10'
	9:01	News in detail	10'	1:10	Letters from Listeners	20'
	9:11	A Period for Hosts	29'	1:30	A Period for Hosts	30

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	9:30	A Period for Hosts	30'	2:00	News Headlines	5'
	10:00	News Headlines	5'	2:05	A Period for Hosts	15'
	10:05	Production of One INT (music entertainment)	55'	2:20	Dehub/South / and its Music	30
	11:00	News in Detail	10'	2:50	A Period for Hosts	5'
	11:10	A Period for Hosts	20'	2:55	Wrap up news	4'
	11:30	The Time's Call (HIV/AIDS focused)	30	2:59	Closing Tone	1'
	12:00	News Headlines	5'			
	12:05	Science and Technology	25'			
	12:30	The Exemplary (presents role models)	30'			
Friday	9:00am	Signature Tune	1'	1:00pm	News in Detail	10'
	9:01	News in detail	10'	1:10	Our Economy	20'
	9:11	A Period for Hosts	29'	1:30	Maidachin	30'
	9:30	A Period for Hosts	30'	2:00	News Headlines	5'
	10:00	News Headlines	5'	2:05	A Period for Hosts	15'
	10:05	Production of One INT (music entertainment)	55'	2:20	Mic Entertainment	30'
	11:00	News in Detail	10'	2:50	A Period for Hosts	5'
	11:10	A Period for Hosts	20'	2:55	Wrap up news	4'
	11:30	The Time's Call (HIV/AIDS focused)	30	2:59	Closing Tone	1'
	12:00	News Headlines	5'			
	12:05	Sport	25'			
	12:30	World Focus/Agenda	30'			

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Ethiopian Mass Media Profile

Saturday	9:00am	Signature Tune	1'	1:00pm	News in Detail	10'
	9:01	News in detail	10'	1:10	Saturday's Provisions	20'
	9:11	A Period for Hosts	29'	1:30	Youth's Program	30
	9:30	Saturday's Provisions	30'	2:00	News Headlines	5'
	10:00	News Headlines	5'	2:05	A Period for Hosts	15'
	10:05	Production of One INT (music entertainment)	55'	2:20	The Western Music Show	30
	11:00	News in Detail	10'	2:50	A Period for Hosts	5'
	11:10	A Period for Hosts	20'	2:55	Wrap up news	4'
	11:30	The Time's Call (HIV/AIDS focused)	30	2:59	Closing Tone	1'
	12:00	News Headlines	5'			
	12:05	A Period for Hosts	25'			
	12:30	Saturday's Provisions	30'			
Sunday	9:00am	Signature Tune	1'	1:00pm	News in Detail	10'
	9:01	News in detail	10'	1:10	Discussion	20'
	9:11	A Period for Hosts	29'	1:30	Discussion	30
	9:30	Sunday's Gift	30'	2:00	News Headlines	5'
	10:00	News Headlines	5'	2:05	A Period for Hosts	15'
	10:05	Children's Program	55'	2:20	Listener's Choice for Songs	30
	11:00	News in Detail	10'	2:50	A Period for Hosts	5'
	11:10	Youth and Entrepreneurship	20'	2:55	Wrap up news	4'
	11:30	Youth and Entrepreneurship	30	2:59	Closing Tone	1'
	12:00	News Headlines	5'			
	12:05	The Pen's Voice	25'			
	12:30	Discussion	30'			

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ANNEX 7

FM ADDIS ABABA 96.3 PROGRAMMING

Name of the Station— ADDIS ABABA CITY MASS MEDIA AGENCY

Frequency— FM ADDIS ABABA 96.3

Broadcast Language— Amharic

Current Transmission Status... Test Transmission

Date	Time Morning to Afternoon	Program Name	Duration
Monday	9:00am	Variety Music	60'
	10:00	Radio Drama	10'
	10:10	Variety Music	50'
	11:00	Sayings for general knowledge	60'
	12:00	Radio Drama	10'
	12:10	Variety Music	110'
Tuesday	9:00am	Variety Music	60'
	10:00	Radio Drama	10'
	10:10	Variety Music	50'
	11:00	Sayings for general knowledge	60'
	12:00	Radio Drama	10'
	12:10	Variety Music	110'
Wednesday	9:00am	Variety Music	60'
	10:00	Radio Drama	10'
	10:10	Variety Music	50'
	11:00	Sayings for general knowledge	60'
	12:00	Radio Drama	10'
	12:10	Variety Music	110'
Thursday	9:00am	Variety Music	60'
	10:00	Radio Drama	10'
	10:10	Variety Music	50'
	11:00	Sayings for general knowledge	60'
	12:00	Radio Drama	10'
	12:10	Variety Music	110'
Friday	9:00am	Variety Music	60'
	10:00	Radio Drama	10'
	10:10	Variety Music	50'
	11:00	Sayings for general knowledge	60'
	12:00	Radio Drama	10'
	12:10	Variety Music	110'

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Saturday	9:00am	Variety Music	60'
	10:00	Radio Drama	10'
	10:10	Variety Music	50'
	11:00	Sayings for general knowledge	60'
	12:00	Radio Drama	10'
	12:10	Variety Music	110'
Sunday	9:00am	Variety Music	60'
	10:00	Radio Drama	10'
	10:10	Variety Music	50'
	11:00	Sayings for general knowledge	60'
	12:00	Radio Drama	10'
	12:10	Variety Music	110'

ADDIS ABABA MASS MEDIA AGENCY'S PROGRAMMING ON FM ADDIS 97.1

Name of the Station— **ETHIOPIAN RADIO'S FM ADDIS**

Frequency— **FM ADDIS 97.1**

Broadcast Language— **Amharic**

Current Transmission Status... **Test Transmission**

Date	Time Morning to Afternoon	Program Name	Duration
Monday	3:30am	News	10'
	3:40	Education Forum	20'
	10:00	Print Review	10'
	10:10	Radio Drama	10'
	10:20	Variety Music	10'
Tuesday	3:00am	News	10'
	3:10	Peace and Justice	20'
	3:30	Small Scale Industry Promotion Program	20'
	3:50	Music	10'
Wednesday	3:00am	News	10'
	3:10	HIV/AIDS focused Program	20'
	3:30	Radio Drama	10'
	3:50	Music	20'

Thursday	3:30am	News	10'
	3:40	Development Activities	20'
	10:00	Small Scale Industry Promotion Program	20'
	10:20	Variety Music	10'
Friday	3:00am	News	10'
	3:10	Housing Development Program	20'
	3:30	Revenue Program	20'
	3:50	Music	10'
Sunday	12:00am	News	10'
	12:10	Arts	20'
	12:30	Letters from Listeners	10'
	12:40	Music	20'

ADDIS ABABA MASS MEDIA AGENCY'S TELEVISION PROGRAMMING

Name of the Station— ADDIS ABABA CITY MASS MEDIA
AGENCY VIA ETV

Frequency— CHANNEL ETV2


Broadcast Language— Amharic

The run down is used to rebroadcast same programs from 4:00pm to 5:30pm except News

Day	Time Evening	Program Name or Focus	Dur.
Monday	8:30pm	News	10'-12'
	8:40	Healthy Generation(HIV/AIDS focused)	20'-25'
	9:00	Panoramic Survey(Multi activities in the city)	20'-25'
	9:20	Indigenous Development(promoting local production)	15'-20'
Tuesday	8:30pm	News	10'-12'
	8:40	A Gate to Knowledge (Education focused)	20'-25'
	9:00	Fire Accident (Preventive Education)	10'-15'
	9:20	Meskot (Drama)	15'-20'
Wednesday	8:30pm	News	10'-12'
	8:40	The City's Revenue	15'
	9:00	Sport	15'-25'
	9:25	Film Show (Foreign Production)	30'

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Thursday	8:30pm	News	10'-12'
	8:40	Addis Mahider(Socio-economy & Political Activities of the City)	15'-20'
	9:00	Addis Police Program	15'-20'
	9:20	Meskot (Drama)	15'-20'
Friday	8:30pm	News	10'-12'
	8:40	Housing Development in the City	15'-20'
	9:00	Traffic Care Education	10'-15'
	9:20	Arts	20'-25'
Saturday	8:30pm	News	10'-12'
	8:40	Union (focused on local development)	20'-25'
	9:00	Addis Police Program	15'-20'
	9:20	Meskot (Drama)	15'-20'
SUNDAY	6:30pm	Children's Program	40'-45'
	7:10	Effort (Experience from Personalities)	15'-20'
	7:25	Sunday to Sunday (Major News in the Week)	15'

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ANNEX 8

ETHIOPIAN TELEVISION'S CURRENT PROGRAMMING

Name of the Station— ETV

Frequency— MAIN CHANNEL or ETV

Broadcast Language— Amharic

Day	Time Day	Program Name	Dur.	Time Night	Program Name	Dur.
Monday	12:00am	Hagare*(Rerun) (Documentary)	30'	8:00pm	News	30'
	12:30am	Press Review	15'	8:30	Special Program	20'
	1:00pm	News + Sport + Market Price	30'	8:50	Health Program	20'
	1:30pm	TV magazine	30'	9:10	Sport	25'
	11:30pm	Physical Fitness	30'	9:35	In 24 Hours*	25'
Tuesday	12:00am	Capacity Building (Rerun)	30'	8:00pm	News	30'
	12:30	Investigative Program (Rerun)	25'	8:52	Journey/Our towns(interchange fortnightly)	22'
	1:00pm	News	25'	9:14	Quiz for Students	24'
	1:25	Variety Show	25'	9:38	Family	20'
	11:30pm	Physical Fitness	30'	9:58	Variety Show	30'
Wednesday	12:00am	For the Youth(Rerun)	30'	8:00	News	30'
	12:30	Family(Rerun)	20'	8:30	Sport	15'
	1:00pm	News	25'	8:45	Development Prog.	20'
	1:25	Focus(Agenda)-Rerun	20'	9:05	TV Magazine	30'
	1:45	Revenue for Development*	10'	9:35	Drama	30'
	11:30pm	Physical Fitness	30'			
Thursday	12:00am	Health Program	20'	8:00	News	30'
	12:20	Women's Forum(Rerun)	20'	8:30	Focus/Agenda	20'
	12:40	Sport's File	20'	8:50	Special Program	20'
	1:00pm	News	25'	9:10	Game & Quiz Show*	24'
	1:25	Arts Forum	25'	9:34	Amhara Region Program*	30'
	1:50	Science & Environment	10'			
	11:30pm	Physical Fitness	30'			
Friday	12:00am	Amhara Region Program(Re)	30'	8:00	News	30'
	12:30	Development Program(Re)	20'	8:30	Statement on government View	4'
	1:00pm	News	25'	8:34	Sport	20'
	1:25	Special Program	25'	8:54	Capacity Building	20'
				9:14	Investigative Program	25'
	11:30pm	Physical Fitness	30'	9:39	Africa Journal	25'

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Saturday	8:30am	Physical Fitness	30'	8:00	News	30'
	9:00	Children's Program	60'			
		News	25'	8:30	Special Program	20'
		Regional News	30'	8:50	Women's Forum	20'
		Science & Environment (Re)	10'	9:10	Hagare* (Documentary)	30'
		50 Lomi (Talk Show) (Re run)	45'	9:40	Variety Show	30'
		Ethiopian Idols*	48'			
		Program for aurally impaired	30'			
Sunday	8:30am	Physical Fitness	30'	8:00p m	News	25'
		Police Program*	60'	8:30	World in this week	25'
		Shay Buna (Talk Show)	48'	9:00	For the Youth	30'
		Revenue for Development*	15'	9:30	50 Lomi (Talk Show)	45'
		Food Cooking demonstration*	15'	10:20	ETV Music	60'
		Amhara Region Program*	30'			
		News	20'			
		120 Entertainment	120'			
		Parliamentary Discussion	60'			

* Productions of collaborative organizations

N.B Ads and Public Service Announcement spots are parts in the run down

Name of the Station— ETV

Frequency—MAIN CHANNEL or ETV

Broadcast Language—Afan Oromo

Day	Time Evening	Program Name/focus	Dur.
Monday	7:00	News	15'
	7:15	Ads and/or announcements	5'
	7:20	Health Program	15'
	7:35	Sport	35'
Tuesday	7:00	News	15'
	7:15	Ads and/or announcements	5'
	7:20	Economy Development	25'
	7:40	Culture/Youth Program/Interchange Fortnightly	15'
Wednesday	7:00	News	15'
	7:15	Ads and/or announcements	5'
	7:20	Education Program	20'
	7:40	Qarmame/Investigative or Educational	20'

Thursday	7:00	News	15'
	7:15	Ads and/or announcements	5'
	7:20	Women's Forum	15'
	7:35	Variety Show	25'
Friday	7:00	News	15'
	7:15	Ads and/or announcements	5'
	7:20	Children's Program/Abdi Boru/	25'
	7:45	Sport	15'
DAY	Time Afternoon	Program Name	Dur.
Saturday	3:00	Dhanga(Entertainment Show)	60'
DAY	Time Evening	Program Name	Dur.
Saturday	7:00	News	10'
	7:20	Oromia Information Bureau(covering the Region's Social, Economy & Political issues)	40'
	7:50	Soap Opera	10'
Sunday	7:00	News	15'
	7:15	Current Affairs	10'
	7:25	Variety Show	30'

Name of the Station—ETV

Frequency—MAIN CHANNEL or ETV

Broadcast Language—Tigringa

Day	Time Evening	Program Name/focus	Dur.
Monday	6:00	News Head lines	03'
	6:03	Moya Nimoya(Capacity Building Prog.)	25'
	6:30	News	15'
	6:45	Sport	15'
Tuesday	6:00	News Head lines	03'
	6:03	Kolahita(Investigative Reporting)	25'
	6:30	News	15'
	6:45	Meskote Marta(Women's Program)	15'
Wednesday	6:00	News Head lines	03'
	6:03	Entertainment(Mainly music show)	25'
	6:30	News	15'
	6:45	Health Program	15'

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Thursday	6:00	News Head lines	03'
	6:03	Wurayna(Rural Forum)	25'
	6:30	News	15'
	6:45	Current Affairs	15'
Friday	6:00	News Head lines	03'
	6:03	Children's Program	25'
	6:30	News	15'
	6:45	Sport	15'
Saturday	6:00	News Head lines	03'
	6:03	Entertainment(Mainly music show)	25'
	6:30	News	15'
	6:45	Ketematat(focused on Town's activities)	15'
DAY	Time Afternoon	Program Name	Dur.
Sunday	1:30	Sembet Misana(Entertainment Show)	60'
DAY	Time Evening	Program Name	Dur.
Sunday	6:00	News Head lines	03'
	6:03	Youth's Program	25'
	6:30	News	15'
	6:45	Tentane Zena(News Analysis)	15'

Name of the Station—ETV

Frequency—MAIN CHANNEL or ETV

Broadcast Language—English Service

Day	Time Evening	Program Name or focus	Dur.
Monday	5:00pm	Close up(Magazine Reports on Current events)	30'
	10:30pm	News	20'
Tuesday	10:30pm	News	20'
Wednesday	10:30pm	News	20'
Thursday	10:30pm	News	20'
	10:50pm	Meet ETV- issue based studio interviews	30'
Friday	10:30pm	News	20'
Saturday	5:00pm	Close up(Magazine Reports on Current events) (Re run)	30'
	10:30pm	News	20'
Sunday	10:30pm	News	20'
			20'

Population



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